

Starchroom Laundry Journal

AUGUST • 1958

First in the Laundry Industry Since 1893

1st Prize
Sales
\$3,000



Dupont Laundry, Washington, D. C.

1st Prize
Production
\$3,000



Washington Laundry, Evanston, Ill.

2nd Prize
Sales
\$1,500



Troy Laundry, Hagerstown, Md.

2nd Prize
Production
\$1,500



Monarch Laundry, New Haven, Conn.

3rd Prize
Sales
\$500



Boston Cleaners, Scranton, Pa.

3rd Prize
Production
\$500



Sanitary Laundry, Santa Ana, Calif.

Here They Are!
The Grand Prize Winners In Starchroom's
\$10,000 Parade of Progress Contest

Sanitize all
baskets with
clean Nylon Liners

a available
in white,
green and brown

no linens
touch
previously
soiled duck

instantly
removable
— light weight
— 110 Bu. size weighs 1 lb.

trucks,
baskets,
hampers —
germ protected

ask your
Tingue,
Brown
Representative

reasonably
priced

your
linens
can be
removed
and stored
in the Jif-ty Liner

germ control "DRIPDRY" basket liner



The Jif-ty slips on and ties
with one simple motion

Now you can help protect your clean linen from Staphylococcus—with germ-protected basket liners.

Made in lightweight Nylon, these Jif-ty "Dripdry" liners keep linen anti-septically clean—because it never touches previously soiled duck. Jif-tyes are durable and so easy and convenient to handle—they fit your present equipment and can be changed in seconds.

Store your linens this efficient way, too—it's economical and definitely an answer to licking the "Staph" problem.

Ask your Tingue, Brown representative for complete information.

	STANDARD INSIDE DIMENSIONS				LIST PRICES		
	Cap. Bu.	Length	Width	Depth	Heavy White Nylon	TINGUETEX Green Bestop Brown	Covers Attached
Specify construction desired and bushel capacity	4	30"	18"	16"	\$ 6.50	\$ 8.90	\$ 1.00
	5	30"	20"	18"	6.75	9.25	1.25
	6	30"	20"	20½"			
	10	36"	24"	25"	7.00	9.50	1.50
	12	36"	26"	27½"			
	16	40"	28"	30"	9.00	11.00	1.75
	20	44"	32"	33"	10.00	12.00	1.75

over 50 years
service to the
Laundry Industry

TINGUE, BROWN & CO.

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1227 Wabash Avenue, Chicago 5, Illinois, HARRISON 7-0083
723 E. Washington Blvd., Los Angeles 21, Cal., Richmond 9-6023
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FOR PERFECTION IN LAYBACK COLLARS

You need Both



Bishop® TRIANGULAR LAYBACK™ Buttoner Post

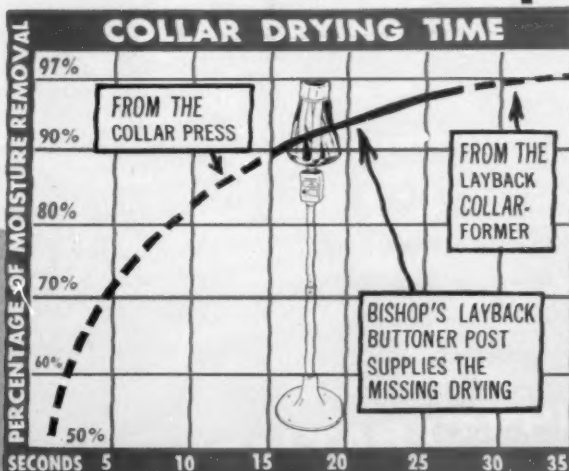
Bishop® LAYBACK™ Collar-Former

PAT.
APPLIED
FOR

Dries and Pre-forms Collar for Layback Blocks

Final touch to Layback-Collar perfection. TRIANGULAR Post PRE-forms collars to new shape . . . adds to neckband "ironing" for extra comfort. Prevents distortion and ugly "break-overs." Electrically-heated for drying with no production delay. Safe "Cool Top" cuts heat radiation.

LAYBACK COLLAR-FORMER
CHANGE-A-BLOCK ASSEMBLY



Mounts directly in existing shirt-fold tables for modern collar smartness and comfort . . . new beauty and economy of packaging. Doubled heat for firm, non-crush Layback collars that give laundered shirts real "like-new" look.

Collars need 35 seconds of pressing to be 97% dry, or wilting and wrinkles result. Today's shirt units sacrifice drying time for production. Extra heat of Buttoner Post and Layback Collar-Former provides the needed drying and increases shirt output.

QUALITY & PRODUCTION ADVANTAGES OF LAYBACK BUTTONER POST



Reduces breakovers of collars at front



Pre-shapes collars to avoid distortion



Provides the proper shoulder fold line



Collar goes on mold easier and faster



Swivel head positions shirt for easy lift-off

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**BISHOP DAVID FREEMAN
CO.**

MFRS., EVANSTON, ILLINOIS, U.S.A.

READER'S GUIDE

VOL. 65, NO. 8 AUGUST 1958

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PUBLISHED MONTHLY SINCE 1893

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

Starchroom Laundry Journal, 305
East 45th Street, New York 17,
New York. Change of address should
reach us one month in advance.
Please include your city delivery
zone number.

SUBSCRIPTIONS: United States and Canada, \$4.00 per
year; foreign countries in postal union, \$6.00 in ad-
vance. Single Copy: United States and Canada, 50
cents; foreign, 75 cents. Guidebook Issue: \$1.00.

STARCHROOM LAUNDRY JOURNAL, August 1958. Pub-
lished monthly by Business Papers Division, The
Reuben H. Donnelley Corporation. Executive and Edi-
torial Offices, 305 East 45th Street, New York 17,
N. Y. Volume 65, No. 8. Entire contents of this pub-
lication covered by general copyright, 1958, The Reu-
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matter June 1, 1948, at the Post Office, Lancaster, Pa.,
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Managing Managers

A letter from one of our readers recently prompted us to look into the manner and methods used to pay laundry managers. Much, of course, depends on the exact nature of the duties and responsibilities involved . . . as well as what the plant is able to pay and what the manager is willing to work for.

In many plants the laundry manager is regarded as an executive and is paid a straight salary. Some pay salary and offer an incentive based on the showing made in the use of materials and production during the year. (A few plantowners feel that "the use of materials" shouldn't enter into it, since it may encourage skimping with a resultant decrease in quality.)

A bonus based on profits is considered fair in many instances where the manager has broad responsibility. But the sum must be "reasonable" to warrant his effort and interest.

One plant in the Deep South has an interesting arrangement whereby it pays its manager \$135 a week plus an extra \$20 a week payable every three months. The "extra" isn't based on anything in particular, but it breaks the monotony of the manager's getting the same \$135 week in and week out.

Some firms see the best arrangement in setting up work standards for each department. If the standards are maintained (100 percent efficiency), the manager gets a 10 percent bonus. If he betters the standards then he gets an additional percentage based on the improvement.

If any of our readers have any other arrangements which have worked out satisfactorily, we would be most happy to pass them along.—Henry Mozdzer

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Safety-Lock (knit)

Peerless (weave)

GIBRALTAR'S KNITTED-TOP PEERLESS

*the modern, proven, versatile
nylon net for all laundries*

EASY, FAST PINNING—Smooth, sturdy construction of Safety-Lock top permits the pin to whizz through, safely and easily. The distinctive top helps the operator pin correctly and in the right place!

LONG LASTING—Heavy Duty Knitted Top is sewn to 2 ply x 2 ply woven Heavyweight Body. All seams are double-sewn, lock stitched. Heavy denier Nylon yarn withstands abrasive and chemical abuse.

PRE-SHRUNK—These nets are pre-shrunk to retain their capacity even after prolonged washing.

LOW COST COLOR SYSTEMS—The Knitted Top Peerless is available either with colored tops sewn to a white body, or with colored tops and bodies. Colors: Red, Blue, Green, Gold, Violet, Brown, Black or plain White. Colors are guaranteed fast and need no rewashing. These color systems are inexpensive, dependable, effective.

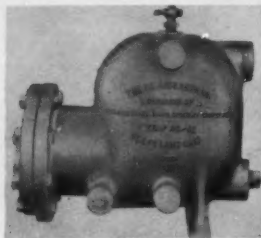
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NEW PRODUCTS and LITERATURE

New Anderson Line of Continuous-Flow Traps



A new line of float traps with increased capacities for draining condensate or moisture from steam, air and gas equipment has been developed by The V. D. Anderson Company. The new traps are a continuous-flow type which is recommended for draining condensate from steam equipment continuously and automatically.

The capacity of Anderson float traps ranges as high as 32,000 pounds of water per hour depending upon the differential pressure. The head and body are made of cast semi-steel and the valve and seat are of Anderloy, a special corrosion-resistant nickel alloy developed by Anderson. All other internal parts are made of stainless steel or bronze. The traps are designed for a maximum steam operating pressure of 250 pounds.

Furnished with or without a gauge glass, Anderson float traps are manufactured in three sizes. The No. 82 trap is tapped ½ inch or ¾ inch; the No. 83 1 inch or 1¼ inches, and the No. 84 tapped 1½ inches or 2 inches.

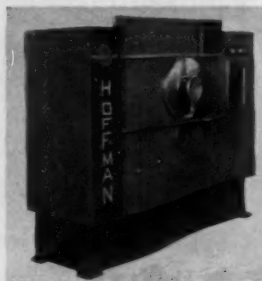
YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.

These new models complete the line of Anderson 80 Traps; the manufacturer has now discontinued its Model D and Model F Traps.

For further information on the new Anderson float traps write for Bulletin S-2048 to the V. D. Anderson Company, Division of International Basic Economy Corporation, 1935 W. 96th St., Cleveland 2, Ohio.

Nicholson Adds New Unit



A new 40-to-50-pound dry-cleaning unit has been added to the Hoffman line of laundry, drycleaning and pressing equipment, manufactured by W. H. Nicholson and Co.

The new Hoffman Master-Jet Model 445 features a 36-inch open-pocket, deep-rib cylinder designed for easier, faster loading and unloading, a full, free drop with each revolution, and constant balance in the extraction cycle at speeds of 600 to 700 r.p.m.

The new Model 445 is one of a line of Master-Jet units designed to reduce over-all space requirements to a minimum. The new Master trap is said to have the largest surface area of any trap on the market. The purge fan damper is an integral part of the machine and is interlocked with the loading door for increased economy, Nicholson states.

For further information write to W. H. Nicholson and Co., 12 Oregon St., Wilkes-Barre 1, Pa.

New Coin-Operated Washer Has 18-Minute Cycle



Frigidaire Division of General Motors Corporation is introducing a new coin-operated washer with an 18-minute wash, rinse and spin-dry cycle. According to H. F. Lehman, GM vice-president and the division's general manager, "This means that the operator either has the capacity to do almost twice the volume of business with the same number of washers, or the same amount of business with only about half as many."

The washing action of the new unit provides a three-string agitator that sets up surging energized water currents. Lint, dirt and scum are swept away through exits in the top.

The washing or rinsing action of the machine can be stopped at any time by lifting the lid. Instructions are permanently fired on the underside of the lid.

Other features include design for flush-to-wall installation, wrap-around cabinet construction, porcelain-finished tub and

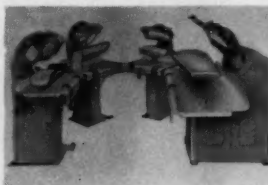
lid, and reset motor protector. Adjustable leveling glides are included. Two inlet water hoses and a drain hose are provided with an electric cord and a three-prong plug to meet the electric code requirements for proper grounding.

The over-all exterior dimensions of the new washer are 40¾ inches high, 25 inches wide and 26½ inches deep. The work surface top is 36 inches high and the over-all height with the lid open is 52¼ inches.

Shown inspecting the new machines, left to right, are Carl J. Narz, vice-president of the Smith Distributing Company, Frigidaire distributor in Louisville, Ky.; E. A. Mall, operator of the Llewellyn Laundry, Inc., Louisville, and T. D. Kennedy, laundry sales manager, Frigidaire Division.

For further information write to Frigidaire Division, General Motors Corporation, Dayton 1, Ohio.

New Apparel Finisher Developed by Unipress



An electric unit for finishing wash apparel of all types has now been developed by Unipress Company, Inc. The new Unipress Electric Press-All wearing apparel unit answers the need of plants not having high-pressure steam, and is especially suitable for drycleaners and smaller laundries, the manufacturer states.

According to its manufacturer, because of its compact

design, the Unipress Electric Press-All unit reduces handling and provides maximum production in a minimum amount of space. Features of the new unit include electric elements in both heads and bucks, thermostatic dial controls, Unimatic pressure which assures equalized pressure, gliding action, specially designed bucks and rugged construction.

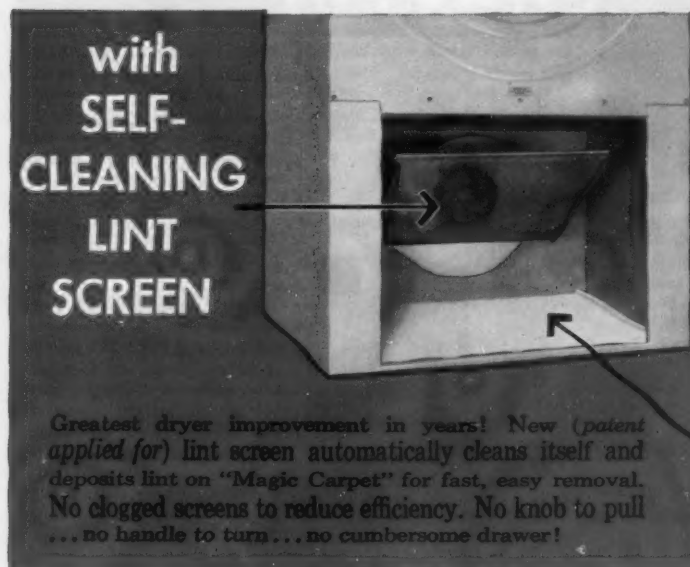
The unit consists of a Model EBCCY collar-and-cuff press, a Model EBSS shirt sleeve, a Model EC 1019 press with square cut-off ends on an oval buck for handling small lays, and a Model E 53 T press.

For complete information and floor plans for the Unipress Electric Press-All wearing apparel unit write to Unipress

**Easier to Operate!
Easier to Maintain!**

HUEBSCH

"37" DRYERS



and **MAGIC CARPET** Lint Removal



Whisk away lint in seconds on the new "Magic Carpet." Simply remove front panel and slide accumulated lint from the magic carpet into a container.

Huebsch "37" Dryers are available with built-in coin meter... and locks on control panel, burner panel and lint panel. Three sizes... gas or steam heated... choice of any color.

HUEBSCH ORIGINATORS

World's largest manufacturer of commercial tumbler-dryers

Milwaukee 1, Wisconsin

Company, Inc., 2800 Lyndale Ave., S., Minneapolis 8, Minn.

Heavy-Duty Basket Truck



A new kind of heavy-duty basket truck has been placed on the market by The Key-Tag Checking System Co. Of rugged all-steel construction, the truck was specially designed to withstand severe punishment.

The new basket truck is fully ventilated and, according to the manufacturer, easy to keep sanitary. A plastic liner may be added to keep laundry work moist. Key-Tag trucks "nest" when empty to save floor space.

Key-Tag Basket Trucks are made in three sizes—8-bushel, 14-bushel and 20-bushel.

For further information write to The Key-Tag Checking System Co., 6509 Hough Ave., Cleveland 3, Ohio.

Water-Repellent Product

A new product said to make fabrics of all kinds water and stain repellent is now being offered by Collingswood Laboratories.

Fab-Cote was developed primarily for use by cleaners and upholsterers as a repellent for furniture fabrics. Now it is also being used on other articles including raincoats, neckties and rugs.

Fab-Cote may be sprayed, brushed or rolled on fabric, and, according to the manufacturer, it will not change the color, appearance or feel of the material. The silicone utilized in this new product does not form a waterproof surface, but penetrates and protects each individual fiber.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Any water-borne spot or stain, such as those caused by coffee, tea, milk and soft drinks, beads up without wetting the fabric and may be removed easily, it is claimed, with tissue or sponge. One application is effective for a year or longer. Fab-Cote is said to have no unpleasant odor, to be nontoxic and to dry odorless. It may be applied directly as it comes, in 1-gallon tins or 5-gallon drums, and is best applied with an electric spray gun.

For further information write Collingswood Laboratories, 1455 Sylvania Ave., Toledo, Ohio.

New Liquid Starch



A. E. Staley Manufacturing Company is adding a new liquid starch to its line of commercial laundry starches. Called Sta-Flo, it's the commercial counterpart of the company's consumer product sold nationally under the same brand name.

The new product is instantly ready for use, says the manufacturer, requiring no cooking and keeping indefinitely in storage. It is packed in 100-pound polyethylene-lined, non-returnable fiber drums with flexible spouts.

The product is said not to mask even the darkest colors and is blued to brighten whites. It carries a light, pleasant scent.

Sta-Flo is especially suggested for hand dip-starching. Heavy to light starches may be made quickly with one part Sta-Flo and two to six parts water. It can also be used for wheel sizing in quick-service and smaller laundries.

For further information write to A. E. Staley Manufacturing Company, Decatur, Ill.

Cold-Water Rinsing Data

"What is Meant by Cold Water Rinsing?" is the question answered in a data sheet, of special interest to commercial and institutional laundry plants, is-

sued by Philadelphia Quartz Company. The subject is defined and discussed in terms of individual plant requirements which involve soil conditions, water hardness, loading and equipment. Available steam and heat reclaimers are an important part of the discussion.

For copies of the free sheet write to Philadelphia Quartz Company, 1158 Public Ledger Bldg., Philadelphia 6, Pa.

Workflow Analysis Booklet

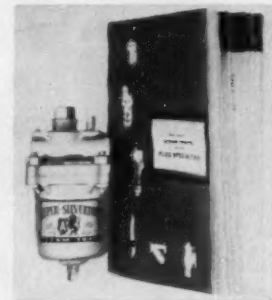
A booklet entitled "Condensed Guide to Proper Analysis and Planning of the Dry-cleaning Plant" is now being offered by Detrex Chemical Industries, Inc.

According to H. R. Norgren, vice-president of Detrex, "The study was initiated because of the growing importance of proper workflow in relation to profit."

The booklet is complete with charts, formulas and forms to aid plantowners in determining the most efficient workflow system for their plants.

For a free copy write to Department 10, Detrex Chemical Industries, Inc., P. O. Box 501, Detroit, Mich.

New Engineering Manual



The V. D. Anderson Company has published a new 40-page engineering manual designed to help in sizing, specifying, selecting and buying steam traps and other fluid specialties.

The first 23 pages are devoted to technical information. Data necessary to engineer a trap installation include a steam trap selection guide, an explanation of the four basic types of traps and their functions, the four steps to follow in sizing a steam trap, a table of factors, and piping details showing the correct method of installing traps for many applications.

The book also contains 13 pages of catalog information describing and illustrating the various steam traps and fluid specialties manufactured by An-

derson, including new and redesigned items. These pages contain complete specifications, capacities, dimensions, materials of construction and prices.

For a copy of the manual, "How To Select Steam Traps and Other Fluid Specialties," write to V. D. Anderson Company, Division of International Basic Economy Corporation, 1935 W. 96th St., Cleveland 2, Ohio.

Vic Now Offers Presses



Vic Manufacturing Company has added steam presses to complete its line of drycleaning machines and equipment. The new presses are said to be especially light and easy to operate, with great versatility in handling all types of garments.

All utility models are available with polished hot heads for silk finishing at no extra cost. All presses come with fingertip release, grid plate, Formica table, buck screening, padding and cover. Pedal-operated top steam or foot-pedal head release can be furnished.

For information about the Vic manual press, air-operated automatic press or mushroom-type press, write Vic Manufacturing Company, 1313 Hawthorne Ave., Minneapolis, Minn.

New Boyertown Body



A new Boyertown panel delivery body has been developed by the Boyertown Auto Body Works. It is available for installation on the newly announced Willys flat-face cowl chassis.

The new Boyertown Body, of hi-tensile steel construction, provides 164 cubic feet of square usable loadspace. It also has greatly increased driver ac-

Continued on page 65

ANNOUNCING

-an answer to "no-iron" shirts

-new profits for your business



SHIRT VALET RENTAL PLAN, INC.

what?

A complete, detailed plan for your laundry to *rent* men's white dress shirts to your retail and wholesale customers. The nationally advertised and registered brand name SHIRT VALET belongs to those laundries participating in the plan.

why?

The Plan has been established to answer the threat of "drip-dry" and "no-iron"—to increase your sales and profits—to reduce customer turnover—to get maximum return from routemen and equipment.

who?

Shirt Valet Rental Plan, Inc. with its brand SHIRT VALET, is inviting selected laundries in the U. S. who meet our standards of reliability, community standing, ability to promote and financial stability, to participate. SHIRT VALET brand shirts plus complete local promotional advertising materials will be supplied to member laundries.

After extensive testing throughout major markets in the U. S. the rental of men's white dress shirts has proven to be a substantial new opportunity for alert, progressive laundry operators. This experience has demonstrated that aside from top quality shirts, what laundries need most to get maximum benefits from shirt rental, is a complete program on the national level—and a detailed method of operation at the local level.

Shirt Valet Rental Plan, Inc. has developed and tested the fundamentals of national and local programs and will make available to member laundries all of this information and support. In the event that you feel qualified to participate in this new plan but have not yet received our initial invitation, we cordially invite you to get in touch with us as soon as possible before all territorial designations are made.

SHIRT VALET RENTAL PLAN, INC.
358 FIFTH AVENUE, NEW YORK 1, NEW YORK

Starchroom Editorial

We salute the judges

We would be remiss if we did not acknowledge the debt of gratitude we owe to the men who served as judges in STARCHROOM LAUNDRY JOURNAL's \$10,000 Parade of Progress Contest.

We refer to Harold C. Buckelew, A. L. Christensen, Victor Dalgoutte, Lawrence C. Kline and Heywood M. Wiley.

These industry leaders traveled many miles at their own expense to devote a full day of their valuable time to the business of reading, evaluating and selecting the six best stories from a sea of entries.

It was not an easy task. There were entries from family plants, from diaper and institutional plants, shirt launderers, etc. Some of the individual presentations were 12 to 15 pages long. And, in a number of cases, the documentary materials made almost full-length stories in themselves.

But every single entry was given careful, objective consideration. And those that qualified in the semifinals were reexamined and reevaluated, on the basis of facts contained in the stories and the judges' own wide experiences in their respective fields.

The judges were not instructed to give any preference to geographic location or to any segment of the laundry industry. They were simply requested to select what they considered to be the three best stories in the sales and production categories and let the chips fall where they might.

They did an excellent job. They attacked the task in a quiet, deliberate, professional manner. Their only interest was the business at hand. The results of their deliberations are given elsewhere in this issue. They picked six topnotch entries.

We do not know how we can repay these good men for their most valuable contributions to the Parade of Progress, and the service they have rendered to the laundry industry as a whole. But we want to extend our sincere thanks for a job well done.

What's New? In looking over the entries in STARCHROOM's Parade of Progress contest, there's one thing that stands out. And that is, there is no secret to success.

The progressive plants have this in common. They use all the simple, tried and true, old (if you will) business principles that other less successful plants *think* they know about but never really apply.

The progressive plant operators know that it pays to be considerate of employees as well as customers, that it pays to give the best service possible, that it pays to knock on doors, and that it pays to replace old wornout

equipment with modern, efficient units. But what's more important than simply knowing all these things, they actually go out and make use of this knowledge by doing something about it.

The not-so-successful operator, on the other hand, always believes that his situation is exceptional. He knows all these principles and may even give them some small measure of acceptance. But in the back of his mind he sees a push-button machine that will one day end all his production problems. Or perhaps it's a brand new sales plan that will have the consumer beating down his door. Shhh, don't wake him.

Edward B. Wintersteen, Executive Manager
Henry Mozdzer, Editor

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VOLUME 65, NO. 8.

Published monthly by the Business Papers Division,
The Reuben H. Donnelley Corporation, 305 East
45th Street, New York 17, N. Y.

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New York Executive, Editorial and Advertising Offices, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000.

Chicago Editorial and Advertising Offices, 14 East Jackson Boulevard, Chicago 4, Illinois. Telephone: WAbash 2-7738.

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

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HALOX YOUR LINENS

for really safe bleaching!

Use HALOX® in the break, as a part of Wyandotte's one-shot formula. Here's what HALOX — the original organic bleach — does:

- Holds tensile-strength loss to a minimum
- Prolongs fabric life — safe on all white-cotton fabrics
- Prevents pinholing and iron discoloration
- Improves whiteness
- Reclaims mildewed linen

Unlike hypochlorite bleaches, Wyandotte HALOX — the original organic bleach — keeps tensile-strength loss down. That's because of the built-in safety feature of HALOX: chlorine is released a little at a time, as it is being used.

HALOX is simple to use, safe to handle; you add it dry to the wheel. No danger of spilling and causing damage; no need to worry about misusing it. And as for economy, consider this: just 100 lbs. of HALOX will bleach more than 80,000 lbs. of white work! You'll agree, that's pretty impressive tonnage!

You owe it to yourself — and your customers — to investigate HALOX for your bleaching needs. Get all the facts from your Wyandotte jobber or representative today. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.



Wyandotte
CHEMICALS

J. B. FORD DIVISION

YOUR WYANDOTTE REPRESENTATIVE IS A LAUNDRY SPECIALIST—CALL HIM TODAY!

THE WINNERS!

in our Parade of Progress Contest

Judges faced difficult task in narrowing field;
six top entries to share \$10,300 in prize money



THE CLIMAX of STARCHROOM LAUNDRY JOURNAL's \$10,000 Parade of Progress Contest was reached in the quiet confines of the United Nations Room of the Beekman Tower in New York City on July 23.

Here a panel of five distinguished laundry leaders met as judges. And, after eight hours of deliberation, selected the six grand prize winners in this industrywide contest. The very first contest of its kind to be sponsored by any business paper serving the laundry field.

The judges' panel was comprised of Harold C. Buckelew, executive secretary, New Jersey Laundry & Cleaning Institute, Newark, N. J.; A. L. Christensen, A. L. Christensen and Associates, Joliet, Illinois; Victor Dalgoutte, immediate past president of the American Institute of Laundering and president, Briarcliff Laundry, Inc., Briarcliff Manor, New York; Lawrence C. Kline, president, Linen Supply Association of America and president, Kline's Coat, Apron and Towel Service, Harrisburg, Pennsylvania; Heywood M. Wiley, chairman, Educational Bureau, National Association of Institutional Laundry Managers, Girard College, Pennsylvania.

Sales winners

In the sales category, "What we did to increase sales since January 1, 1957," the judges picked Dupont Laundry, Washington, D. C., as the top money winner. Dupont's story was concerned with the problem of lost customers and their recovery. The plant has an enviable record in that it managed to reinstate 47 percent of

its "drops" to the "active" customer list this year. The solution suggested is an unusually simple one that can be applied by all commercial plants everywhere.

The second best sales entry came from Troy Laundry, Hagerstown, Maryland. Troy faced the problem that too many plants experience today—namely shrinking volume and dwindling profits. But thanks to a recently inaugurated sales program it is now operating six days a week and its profits this year to date are about double what they were last year.

The judges could not help but be impressed by the sales program that enabled Boston Cleaners and Shirt Refinishers to up its sales 9.4 percent in the economically hard-hit Scranton, Pennsylvania, area. In two years time this plant increased its shirt volume from 2,000 to 7,000 per week. Boston was awarded third prize in the sales category.

Production winners

In the production category, the judges named Washington Laundry, Evanston, Illinois, as the first prize winner. It's the story of an old plant being taken over by a newcomer to the industry, who sets up an extensive modernization program. His efforts resulted in a 20 percent increase in sales while trimming productive labor costs from 33 percent down to 24 percent of sales.

The second prize went to Monarch Laundries, Inc., of New Haven, Connecticut. The entry was profusely illustrated with charts, photos and exhibits to back up a most impressive

story of plant revitalization. It is also a challenging story since it tells of the remarkable progress that a woman has made since taking over the management of the plant.

The judges gave third prize in the production category to the Sanitary Laundry of Santa Ana, California, for its exceptionally thorough department-by-department report of changes that helped it to reduce its labor costs to a minimum.

STARCHROOM subscribers will have the opportunity of seeing all these prize-winning entries in print. They will appear in the annual Guidebook edition which is published in October. The theme this year will be "How to increase sales and production."

Winners to split \$10,300

Although the Parade of Progress has been billed as a \$10,000 Contest, the top winners will actually share \$10,300 in prize money. Three of the six earned an additional bonus of \$100 each for having pledged their entries early. Besides the cash prizes, the top six will also divide a supplementary prize of 3,000 pounds of starch provided by a leading starch company.

The presentation of prizes will take place during the New York State Launderers & Cleaners Association convention, September 13, at the Concord Hotel, Kiamasha Lake, New York.

Edward B. Wintersteen, executive manager, Business Papers Division, The Reuben H. Donnelley Corporation, will be on hand to congratulate the winners personally. Editor Henry Mozdzer of STARCHROOM LAUNDRY

JOURNAL will make the presentations.

The judges' task was not a simple one. Contest entries were received from every quarter of the country in addition to a number of overseas entries as far away as London, Caracas, and Sydney, Australia.

While their sales and production problems were similar, the contestants attacked them in a multitude of ways. Some bought new equipment, others used sales contests and production incentive plans, while others stressed

quality and employee morale. Some approaches were common, others not so.

Each and every entry, however, was given individual consideration by the judges, which proved a mammoth task in itself. Many of the entries ran 12 to 15 pages in length. Besides the stories themselves, there were other things to consider. Illustrative material included slides, photos, charts, newspaper ads, bundle stuffers, door openers, sales talks, etc.

The big job was to get all the material, digest it and cull it down to six. This was no mean feat considering that the judges had to evaluate progress in many different segments of the laundry industry itself.

The important thing the Parade of Progress Contest accomplished was to show that there are tremendous opportunities in the laundry field for all who are willing to expend the effort. The number and quality of the entries proved this. □□

SALES

PRODUCTION

1st Prize --- \$3,000

Dupont Laundry & Dry Cleaners

2535 Sherman Avenue, N. W., Washington, D. C.

Entry submitted by: John K. Witherspoon, Vice-President

Washington Laundry and Drycleaners

700 Washington Street, Evanston, Illinois

Entry submitted by: William B. Katz, President

2nd Prize --- \$1,500

*The Troy Laundry & Dry Cleaning Co.

59 E. Washington Street, Hagerstown, Maryland

Entry submitted by: John Philip Greene, General Manager

*Monarch Laundries, Inc.

149-157 Derby Avenue, New Haven, Connecticut

Entry submitted by: Marjorie A. (Mrs. Charles) Dobbs,
Executive Vice-President

3rd Prize --- \$500

*Boston Cleaners and Shirt Refinishers

701-711 Race Street, Scranton, Pennsylvania

Entry submitted by: Irving A. Spalding, Jr., Treasurer

Sanitary Laundry & Dry Cleaning Company, Inc.

2601-15 South Main Street, Santa Ana, California

Entry submitted by: Robert L. Larsen, Vice-President

* Plus bonus prize of \$100 each for having pledged entries before May 1, 1958

HONOR WINNERS

Bayless Diaper Service
Hartford, Connecticut

Carr's Washatorium
Corpus Christi, Texas

Cascade Laundry
Brooklyn, New York

Good Samaritan Hospital
Portland, Oregon

Kean's Drycleaners and Laundry
Baton Rouge, Louisiana

Kyer Model Laundry
Ann Arbor, Michigan

Lavanderia Lav-o-Mat
Caracas, Venezuela

McCord Laundry, Inc.
Easton, Maryland

Methodist Hospital of Brooklyn
Brooklyn, New York

Parison Laundry Pty., Ltd.
Sydney, Australia

Pennhurst State School
Spring City, Pennsylvania

Phillips Laundry and Drycleaning
Company
Danville, Illinois

Quartermaster Laundry and
Dry Cleaning Plant
U. S. Military Academy
West Point, New York

Rapid City Laundry and
Drycleaners
Rapid City, South Dakota

Sevier's Laundry
Bristol, Virginia

Stork Diaper Service, Ltd.
Toronto, Canada

Swan Cleaners
Columbus, Ohio

What Cheer Laundry
Providence, Rhode Island

White Swan Laundry & Cleaners
Wanamassa, New Jersey

Wickford Laundry, Inc.
North Kingston, Rhode Island

MERIT WINNERS

Brown Trueblood, Inc.
Marion, Indiana

Camp Laundry and Dry Cleaners
Burlington, Iowa

Children's Hospital
Columbus, Ohio

Diamond Cleaners Laundry
Santa Ana, California

Fish Dry Cleaning & Laundry
Company
Baltimore, Maryland

Individual Family Laundry, Inc.
Haverhill, Massachusetts

Power Cleaner, Inc.
Falls Church, Virginia

Prince Regent Laundry
London, England

Ripon Laundry & Cleaning
Ripon, Wisconsin

Santa Fe Coast Lines Hospital
Association
Los Angeles, California

Troy Laundry Company
Seattle, Washington

University Cleaners & Laundry
Princeton, New Jersey

Wabasha Cleaning Works
Wabasha, Minnesota



Family setting: The Ridleys—Bonnie, Larry and Neal—relax for a moment in homelike surroundings of C & S Laundry's newest package plant, which is decorated with the woman in mind

C & S Laundry applies

New Concept in Merchandising

New package plant catering to milady's tastes
hits break-even point two weeks after opening

By HENRY MOZDZER

PACKAGE PLANTS are nothing new to C & S Laundry of Knoxville, Tennessee.

The company opened its first one in nearby Oak Ridge back in 1948. The second, offering a full line of laundry and drycleaning services, was opened in Fountain City—a suburb of Knoxville—in 1954.

These plants did well. They attracted new business and took some of the burden off the main plant which was operating at peak capacity. Management was and still is sold on their value and views them as the trend for the industry. But it never realized just how well a package plant could do until it opened its newest outlet at Bearden Shopping Center in May of this year.

THE NEW PLANT missed the hullabaloo attending the grand opening of Bearden Shopping Center in suburban Knoxville by nine days. But sales during the first month of operation ran like this, according to Neal Ridley, president and general manager of C & S Laundry:

Week	Sales
1st	\$ 600
2nd	1,160
3rd	1,400
4th	1,560

The package plant reached its break-even point—estimated at about \$700 a week—during its second week in business.

Management never believed that its new property could possibly do so well in such short order. (It took its Fountain City package plant nearly three months to reach a volume of \$1,200 a week.) Even a C & S route and branch store in the area showed an increase in sales. To what does C & S attribute its meteoric success?

Location helps

It would be easy to assume that C & S's good fortune in obtaining a site in a shopping center was the chief reason for its success. There's little doubt that it helped. But management had its qualms about the location as did a number of its competitors. All believed that the new shopping center was too far out and in an area that was not sufficiently populated to support a plant.

C & S decided to take the chance, however, when it found it could get an "end" location. A site on the edge of a shopping center permits customers to park close to the plant and get in and out in a hurry.

"Being on the left- or right-hand side of the road doesn't matter so much," says Neal Ridley, "so long as there's enough parking space and not too much congestion."

Ladies first

The most distinctive feature of the new C & S package plant, however, is its tastefully appointed interior. Un-



your **BEST Salesman...**
Flatwork with
"PERFECTION" FINISH!

RED EDGE **Knitted Padding**



"Perfection" Finish is your best salesman. It calls on every customer, extends a guarantee of complete satisfaction and places firsthand proof of highest quality work at every housewife's fingertips. Moreover, this salesman calls again and again and quickly establishes your reputation among ALL the housewives of the community. That means MORE customers, MORE bundles, and more PROFITS for you!

Your best assurance of "Perfection" Finish is RED EDGE Knitted Padding. Highly resilient, it forms a firm but springy cushion on your flatwork ironers and presses... treats flatwork, white shirts and sport shirts with utmost care, presses surely and cleanly without damage to buttons, seams or hems. And RED EDGE saves money for you because it saves dressing time in your plant, goes on and comes off ironers and presses quickly and with ease. Ask your Supply House for RED EDGE today!

RED EDGE KNITTED PADDING

*Available in the right Types and Styles
for all your Finishing Equipment!*

STANDARD 1/4" and 3/8"

FOR FLATWORK IRONERS: 1/4" and 3/8"
Styles in Rolls, or Cut and Bound Pads.

FOR PRESSES: 3/4" Style, Redi-cut and Bound
Pads. Also available in Press Padding Rolls.

DOUBLE THICK

FOR FLATWORK IRONERS: 3 Cut and Bound
Pad Styles.

Cotton: Cotton Binders attached.

Cotton: Asbestos Binders attached.

Asbestos: Asbestos Binders attached.

*All 3 Double Thick Cut and Bound Pads
available WITHOUT Binders if desired.
Single Thick Pads available in all 3 cotton-
asbestos styles for Flatwork Ironers using
spring padding.*

RED EDGE **Knitted Padding**

KNITTED PADDING CO. • CANTON, MASS.



End location in shopping center is favored as most convenient for drive-in laundry and drycleaning customers. C & S has a package plant or branch office on every major artery leading into Knoxville

like the firm's other plants, this one is decorated with the woman in mind. It creates the feeling of smart, modern, gracious living.

One woman recently came in, made herself comfortable and sat there for quite some time before she realized she had come to the wrong place for a hairdressing appointment.

C & S did its own remodeling and decorating. Actually, the latter assignment was turned over to Mrs. Ridley.

The coral-colored laundry finishing

equipment served as the starting point of her efforts. On entering the call office, the customers see a long counter of Formica with pink marble top and maple finish front. (The counter alone cost the firm \$1,850.) Before they reach the counter, however, they immediately become aware of the rug in the office. It is a brown tweed with a deep pile which "puts the customer at ease."

The furniture in the office is Swedish modern and complements the sur-

roundings. As an added touch the front windows are framed with draperies and the sill is lined with items of glassware. (A number of people express interest in buying glassware.)

The two side walls of the plant are done in wallpaper with a Roman brick and ivy design. About half way back into the plant, the ivy pattern is dropped out but the brick is carried clear to the rear wall. The idea here is to break the monotony of the pattern and make the 100-foot length of the building seem shorter.

The solid green of the back wall also contributes to this effect and lends a touch of coolness. In keeping with this desire, management added a boiler room to the building to house its 50 hp. boiler, 500-gallon hot-water heater and water softener. That is, it was added as an afterthought to keep this heat-producing equipment outside the plant proper.

All the details add up to a harmonious atmosphere throughout, even to the point of having the cash register and typewriter in pastel colors that blend with the surroundings.

Management is thoroughly convinced that it pays to make a plant as attractive as possible in a subtle way that makes it appeal to women in particular. This is its new concept in merchandising laundry and drycleaning services. And the rapid success of its newest package plant seems to bear it out.

Neal Ridley, who has 30 years experience in the industry, admits that his ideas have changed quite recently. He had always assumed that it was the male of the species who determined where the laundry and drycleaning work for the family would be done. Now he is convinced that it is *absolutely* the housewife who exercises this control.

In a nutshell, C & S feels that there are many plants that the woman of the home may choose from in any market area. But the one that gives her something extra—perhaps without her even being consciously aware of it—is the one that wins her favor.

Opening promotion

C & S sent out 4,000 letters to area residents announcing the opening of its new plant and extended an invitation to come in and see it for themselves. Enclosed with the letter was a bundle insert on the company's box storage service and a ticket to be used in drawing a winner for a 10-day vacation to Miami, Florida, for two. All the customer had to do was deposit the ticket when visiting the plant. C & S had used the vacation idea be-

Continued on page 18

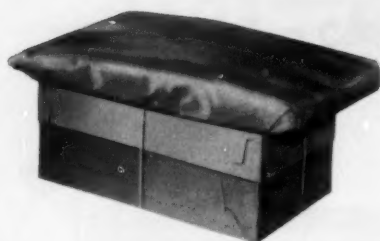


Top: Past experience with package plants taught C & S shirt volume did not warrant having 3-girl shirt unit. Bearden Center plant has 2-girl cabinet unit which can produce 3,400 to 3,500 shirts per week. Above: Small washwheels are preferred for greater flexibility, can be easily tended by women employees. Flatwork is finished on 110-inch press instead of 2-girl return ironer as is case at Fountain City plant. Large flat bundles go to main plant



DO YOUR BUNDLES

GET EYE APPROVAL?



IT'S EASY WITH

METSO DETERGENTS

**HARD WORKING •
ECONOMICAL BUILDERS**

METSO GRANULAR, sodium metasilicate pentahydrate

METSO ANHYDROUS, sodium metasilicate anhydrous

METSO 99, sodium sesquisilicate

METSO 200, sodium orthosilicate concentrated

That clean, fresh, new-quality look in every bundle starts with a Metso silicate alkali. It's the basic ingredient for all of your quality-performing formulas.

Metso's properly proportioned silica content speeds up soil removal and then prevents re-deposition of the soil on the clean load. The result, of course, snowy whiteness; clear, sharp colors.

METSO DETERGENTS



PHILADELPHIA QUARTZ COMPANY

1160 Public Ledger Building • Philadelphia 6, Pennsylvania

Associates: *Philadelphia Quartz Co. of Calif.; Berkeley & Los Angeles, Calif.; Tacoma, Wash.; National Silicates Limited, Toronto, Canada*

9 PLANTS • DISTRIBUTORS IN OVER 65 CITIES

TRADEMARK REG. U. S. PAT. OFF.

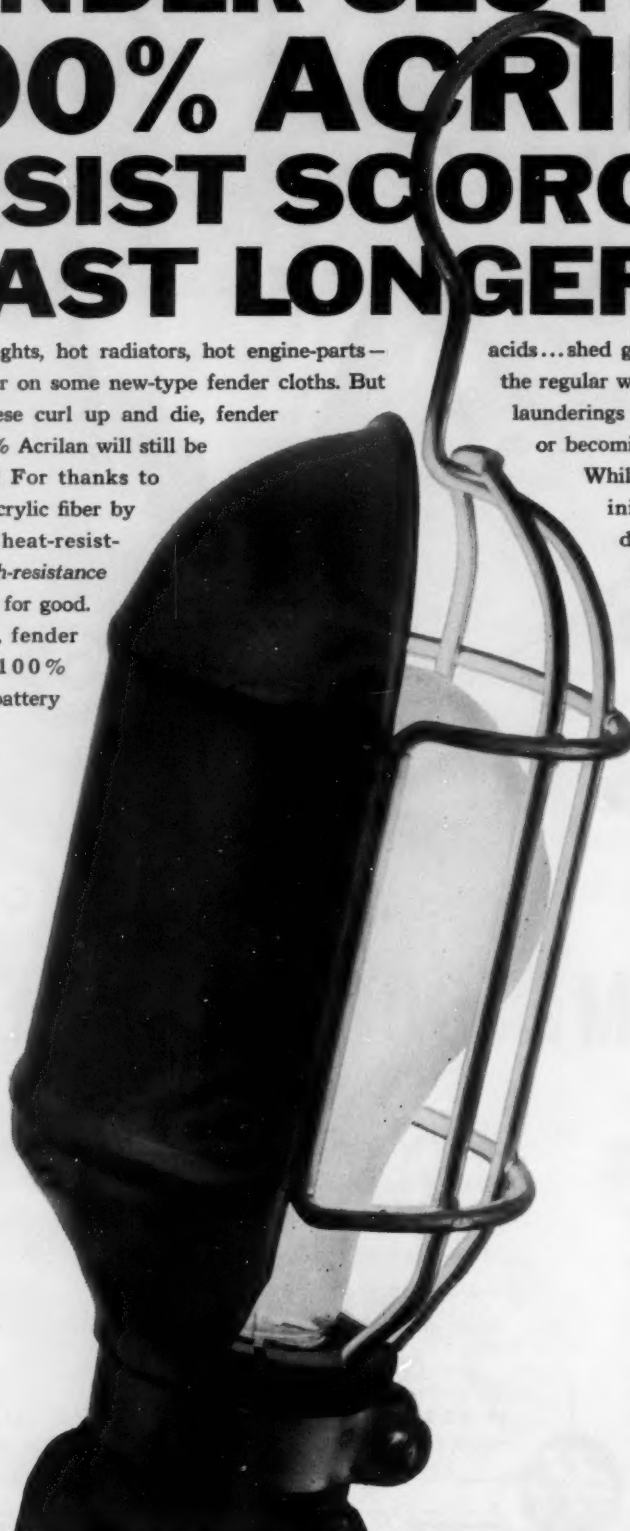
August, 1958

FENDER CLOTHS OF 100% ACRILAN® RESIST SCORCHING -LAST LONGER TOO!

Hot trouble-lights, hot radiators, hot engine-parts — they're murder on some new-type fender cloths. But long after these curl up and die, fender cloths of 100% Acrilan will still be going strong! For thanks to Acrilan, the acrylic fiber by Chemstrand, heat-resistance... *scorch-resistance*... is built in for good. What's more, fender cloths of 100% Acrilan resist battery

acids... shed ground-in grease, grime and oil in the regular wash-cycle... go through constant launderings without shrinking or weakening or becoming hard or brittle!

While fender cloths of 100% Acrilan initially cost more than the ordinary kind, the savings are phenomenal: *under everyday hard usage, they out-last the cheaper cloths 4 times!* Next time you replace, make it last — with Acrilan!



THE CHEMSTRAND CORPORATION • GENERAL SALES OFFICES: 350 FIFTH AVE., NEW YORK 1, N.Y.

DISTRICT SALES OFFICES: 350 Fifth Ave., New York 1; 3½ Overwood Rd., Akron, Ohio; 197 First Ave., Needham Heights, Mass.; 129 West Trade St., Charlotte, N. C.
Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala.; CHEMSTRAND® NYLON—Pensacola, Fla.

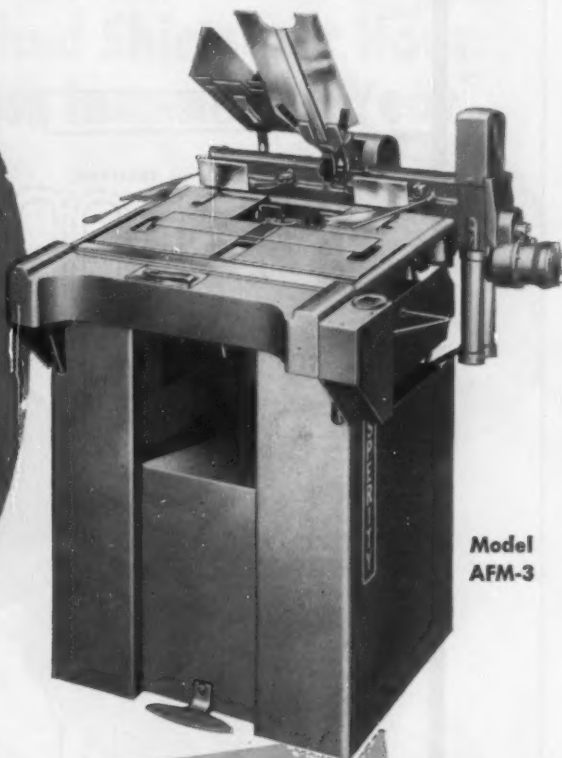
You Progress, Produce, and Profit More with Prosperity

OPERATOR LAYING TIME IN
SHIRT FOLDING... ONLY

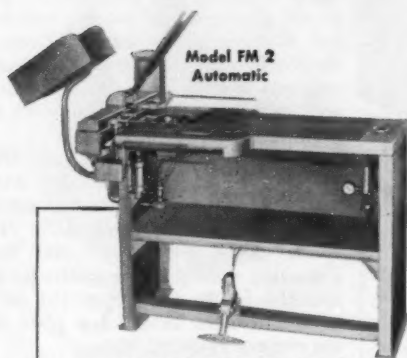
6 SECONDS

On The New, Improved
FULLY AUTOMATIC
**SHIRT
FOLDER**

Complete with the famous
"Sleeping Collar" Shaper



Model
AFM-3



Model FM 2
Automatic

SHIRT FOLDER

Complete with "Sleeping Collar" Shaper

- Releases operator for work on other machines in system!
- Delivers an extremely flat fold with square corners. Operator makes outside fold of tail only!
- Increases profit per sq. ft. of floor space and dollar invested of entire system!

SEND TODAY for complete information

**DURABLE
PRODUCTIVE
PROFITABLE**



- More than 250,000 continuous, uninterrupted cycles in current laboratory tests – and still going strong, night and day!
- Increases operator output up to 50% . . . without strain or fatigue!
- Releases operator for other duties . . . makes possible the 100% synchronization of operators and machines! Training is simple!
- Makes 12", 13" or 14" folds!
- Also available for use with board, band and collar supports for stand-up collars on both machines.

SEND TODAY for complete information!

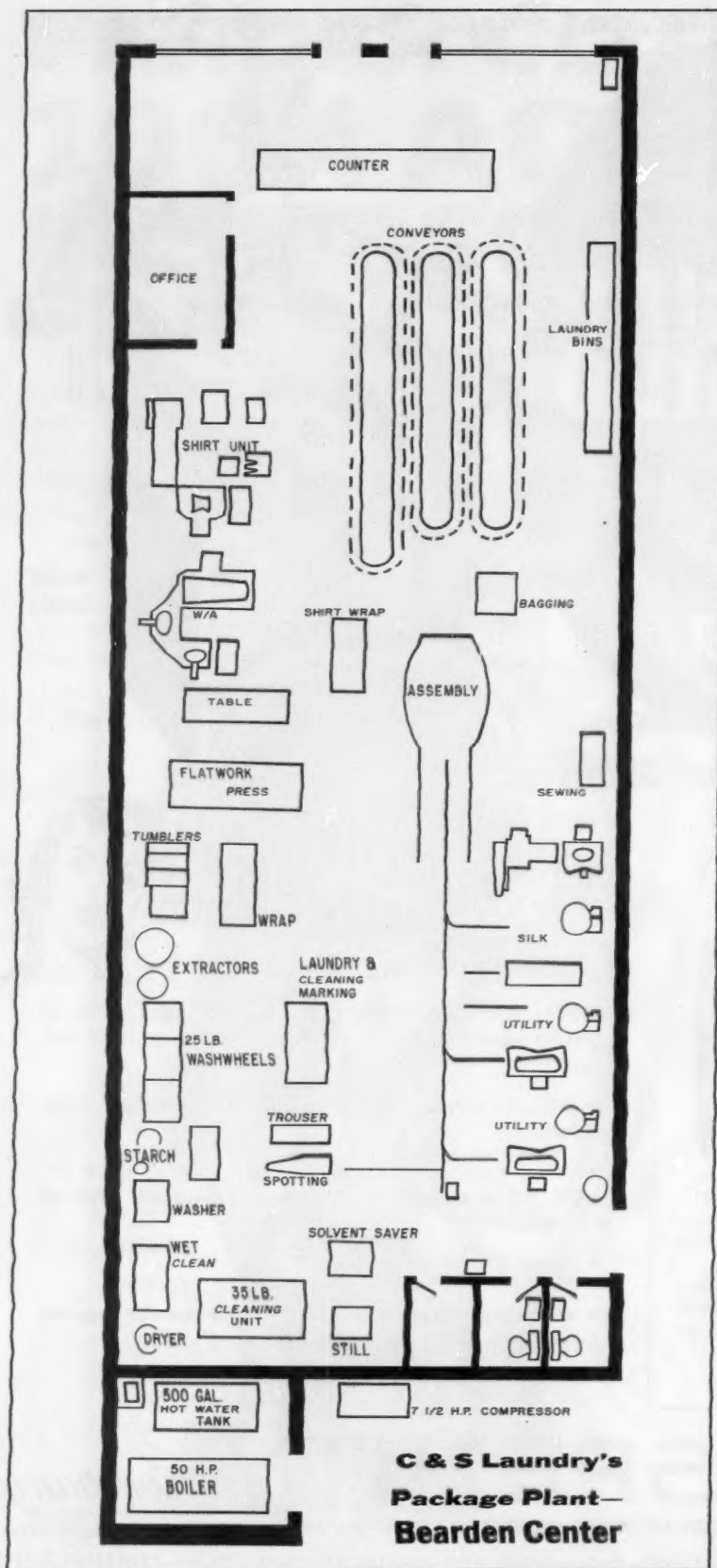
The **PROSPERITY**[®] *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

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FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES

August, 1958



Continued from page 14
fore with good results. There was no other advertising or promotion.

Plant services

C & S has its production schedule set up so that all the work turned in by 1:00 p.m. is ready the same day. Those desiring faster service can get their drycleaning back in one hour and laundry in three. The greatest demand is for one-day service.

To keep the work moving in order, the counter girl places all incoming work in one of four colored bags. The colors distinguish between laundry and drycleaning, between regular and fast service.

The base rate on drycleaning is \$1 for a plain suit or dress. Shirts, 20 cents each.

On family laundry the price list is as follows:

Spin Dry (damp wash)	\$.07 lb.
All Dry (wash & dry)10 lb.
Thrifty14 lb.
Flat14 lb.
Soft Wash15 lb.

(Minimum bundle 10 lb.)

Family Finish—Flat14 lb. |

—Wearing Apparel36 lb. |

Shirts in above17 each additional |

Pant (except FF)25 pair additional |

Bachelor Bundle work is priced per piece

The package plant in Bearden Center is designed and equipped to do \$2,500 per week—50 percent laundry and 50 percent drycleaning. During the fourth week of operation the volume was roughly \$900 in drycleaning and \$600 in laundry. All the work is produced in a 48-hour week.

The staff consists of 12 employees. There are five on the laundry side, five on drycleaning and two in sales. Payroll runs approximately \$350 per week. None of the package plants has a working manager. The spotter is responsible for the entire operation. And he is instructed to call the plant in the event of any trouble.

The Bearden plant measures 40 by 100 feet and is rented for \$300 a month. Management did all its own remodeling and decorating.

In addition to its main plant and the three package plants, C & S also operates four branch stores and nine routes. While the stores and routes are holding their own, management feels very strongly that the trend is toward more package plants, particularly like the one in Bearden Shopping Center. □□

For a description of C & S Laundry's box storage plan, see page 60.

You Progress, Produce, and Profit More with Prosperity

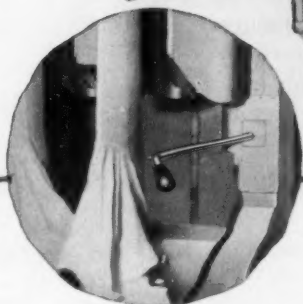
**10 More Custom Finished Shirts per Hour
... \$5,824.⁰⁰ More Gross Income per Year***

with the *New* **PROSPERITY**
Cabinet Unit

an automatically timed-and-balanced shirt-finishing system that produces at least 10 more shirts per hour with reduced operator movement and fatigue!

*28¢
X 10 more shirts
per hour X 40 hours
per week X 52 weeks
per year = \$5,824.00

**EXTRA
YEARLY
INCOME!**



**CABINET SLEEVE
FINISHING MACHINE
with LOCATING DEVICE
ELIMINATES EXTRA LAY
ON LARGE SHIRTS!**

A simple mechanical Locating Device permits operator to adjust the movement of sleeve forms to conform with position of shoulder seams . . . with a mere flip of the hand!

It's faster! Operating button-holding and shirt laying times are minimized . . . press contact and release speeds are swifter . . . enabling two operators to handle the extra shirts with no extra motions, no lost time waiting for press release.

The unit *completely* finishes under pressure, every portion of every shirt. Patented self-aligning body expanders assure superb bosom finish with straight shirt fronts. The sleeve finisher (see detail at left) eliminates the usual extra lay necessary when doing sleeves of greater length.

Complete synchronization of machines and operators moves shirts smoothly, steadily along line.

The fully automatic folding machine—available with the famous Prosperity "Sleeping Collar" attachment, or stand-up collar blocks—delivers shirts like-new in finish and fold, ready for packaging!

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The **PROSPERITY** *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N. Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES

August, 1958



ANNOUNCING . . .

THE PARADE OF

**Starchroom Laundry Journal's 1958 Guidebook
of the Laundry Industry**

**COMING IN
OCTOBER**

The judges have selected the winners in *STARCHROOM LAUNDRY JOURNAL's \$10,000 PARADE OF PROGRESS Contest*. Their selections represent the most outstanding examples of how today's aggressive laundries are successfully building sales and effectively improving production. And they'll be the basis of the most dramatic, dynamic and useful annual issue we've ever published:

the 1958 GUIDEBOOK OF THE LAUNDRY INDUSTRY

In presenting the stories of the contest winners, the 1958 GUIDEBOOK will provide you with detailed, specific, workable plans that can be applied immediately to solving sales and production problems. Developed and put into actual practice by the winners, the benefits and results of these plans are a matter of known record. Duplicated in your plant, they can eliminate much of the trial and error that often accompany the attempt to improve the sales and production picture.

With "progress plants" to lead the way in the 1958 GUIDEBOOK, **YOURS, TOO, CAN BE A "PARADE OF PROGRESS LAUNDRY"!**

**Reporting fully on how winning Plants
have built sales and improved production . . .
Starchroom Laundry Journal's
1958 GUIDEBOOK of The Laundry Industry
will tell you what the winners have done
about such things as:**

- cost reduction
- customer control
- quality control
- promotion
- record keeping
- sales analysis
- workflow
- washing, sorting and marking procedures
- making maximum use of labor
- scheduling production
- employee morale
- store-front and call-office improvements
- landscaping
- sidelines
- better route selling
- public relations
- plant layout, modernization
- better packaging
- better claims policies
- improvements in equipment

PROGRESS ISSUE

**This is the Issue—The GUIDEBOOK of the Laundry Industry
—That brings you**

YOUR COMPLETE BUYERS' DIRECTORY

READER AFTER READER says our annual buyers' directory—alone—is worth more than the price of a full year's subscription.

They think of the directory as the market place of the industry . . . and with good reason.

It's the only complete, standard directory available to laundry executives. It puts well over 15,000 items of helpful buying information at their fingertips. And it's arranged to help them find that information FAST!

Day-in, day-out, with the Directory you can:

- ▶ Find who makes the particular equipment and supplies you want to buy.
- ▶ Find the sources that are nearest and most convenient to you.
- ▶ Refresh your memory on products you've seen advertised . . . or that have been recommended to you.
- ▶ Identify products, and their manufacturers, when you know them only by trade name.
- ▶ Relocate sources of products that are bought at long-term intervals . . . or locate and recall a salesman whose products interested you.
- ▶ Contact a new source of supply—or return to a former one—if a current source is offering unsatisfactory service.
- ▶ Provide a complete and useful directory to newcomers in the field or staff members who move into a buying position.

DIRECTORY CONTENTS

CLASSIFIED DIRECTORY—

Listing all kinds of laundry equipment and supplies by product . . . with manufacturers of each . . . A constant, easy-to-use, ready reference on who makes it and sells it.

TRADE NAME DIRECTORY—

Alphabetical listing of Trade Name Products and their manufacturers . . . A quick means of tracking down the source of "Trade Name" equipment and supplies.

MANUFACTURERS' DIRECTORY—

Alphabetical listing of manufacturers and their home office addresses . . . Full information on where to contact companies listed in the Classified and Trade Name Directories.

LOCAL BUYERS' GUIDE—

Geographical listing of manufacturers' branch offices, distributors and jobbers . . . with addresses . . . arranged by states and cities . . . A practical direction-finder for contacting the nearest sources of equipment and supplies.

**All this in the JOURNAL's 1958 GUIDEBOOK—
Exclusive in the Laundry Industry**

STARCHROOM LAUNDRY JOURNAL

First in the Laundry Industry Since 1893

305 East 45th Street, New York 17, N. Y., OREGON 9-4000

ABP/ABC



This activated branch is surrounded by "competitors" but convenience and quality keep that sales curve going up

Competition? Who's Afraid of It?

This plant welcomes it . . . even
competes with itself . . . and grows

By ART SCHUELKE

SMART PLANTOWNERS know better than to worry about the other laundry plants. They know that if they confine all their energy and direction to their own plant, things will go well.

One such man is Joe North, president of Capitol Laundry & Cleaners, Inc., of Denver, Colorado. He knows that if he offers quality, convenience and good service at a fair price that gives him a profit, he'll make out all right.

On the matter of convenience, Joe has taken a cue from manufacturers

of consumer products, like home laundry soap. They offer their wares in big packages, little ones, in bar form, flakes, powder. They even have competing synthetic detergents. They are willing to play it any way the housewife wants it.

The same with Joe. He blankets his market with trucks. In that very same area he has three call offices and an activated branch, with both laundry and drycleaning. He, too, makes it easy for the housewife to do business with him.

The activated branch is within four miles of his main plant and just about nine blocks from one of his most successful call offices. Since he opened the package plant five competitors have come in within walking distance of that operation.

But Joe isn't worried. His plant and the others are all contributing to greater customer acceptance of professional plant services. And as long as he does his job well he will continue to grow, as he is doing. He will get his share.

The story of his activated branch gives us a good insight on how this man plans and operates. It all goes back to when he was offered a branch office of another firm. It was located in Lakewood, a fast-growing suburb just west of Denver. He was already in this market and knew its present and future potential.

He decided to take it, made a cash down payment and borrowed about \$18,000 from his bank for the balance. The location was so successful he had it paid off in less than a year. Joe had envisioned a package plant for expansion, rather than increasing the capacity of the parent plant.

Obviously this area of Lakewood was very lucrative and could support such an operation. He cast about for some property to build on, since the call office he bought wasn't large enough to do a proper job.

He found a corner plot on the main thoroughfare, nine blocks closer to the city (and his main plant). It's in the heart of a very busy shopping district. The ground was occupied by an old cottage and garage and covered an area 100 feet wide and 300 feet deep. He paid \$50,000 for the land, had the cottage torn down, but retained the garage for use as a warehouse for supplies.

Joe then constructed a building 50 by 60 feet for \$40,000 and poured a like amount into equipment, both

Continued on page 26



Laundry department finishes all same-day service in the branch. Regular work is sent to main plant



Large windows across front of building give customers full view of entire operation

24

HOUR-A-DAY CUSTOMER APPEAL



CISSELL DRYERS WITH COIN METERS



*Large basket shaft in Gear Reducer, supported by Timken Bearings — 15 year life expectancy under continuous 40-hour week operation!

Consult Your Jobber

THE COIN-METER STORE, now a dynamic factor in the industry, offers round-the-clock service and many other advantages which convert more wash-at-home housewives to outside laundry serviced customers. One highly important factor in the success of coin-meter store operation is the ruggedness and attractiveness of your equipment. And, in dryers, Cissell excels in these two qualifications. Check. Compare!

Coin-meter installation on Cissell Dryers is easy. All Cissell Dryers are modern in cabinet design for side-by-side installation, easy maintenance.

LARGE VOLUME OF AIR for fast drying (The Cissell 36" x 30", recommended for coin-meter store use, moves 1350 cu. ft. of air per minute.)

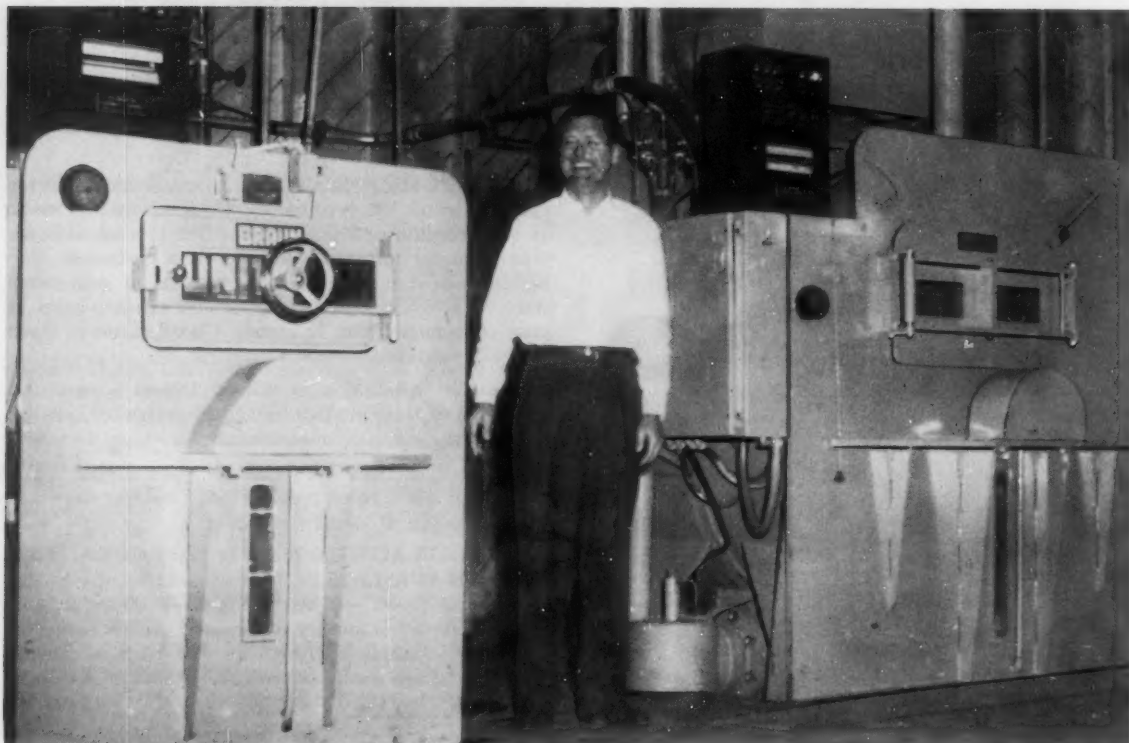
CISSELL LAUNDRY AND DRYCLEANING DRYERS AVAILABLE: 36" x 18" — 20 lbs. dry weight capacity; 36" x 30" — 40 lbs.; 42" x 42" — 100 lbs. Double Basket "Twin" (Laundry dryer only) — each basket 15 lbs. Cissell Laundry Dryers are Gas-Fired or Steam-Heated and are available with or without coin-meters. Cissell Drycleaning Dryers are Steam-Heated only.

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

CISSELL

"May All Your Customers Be As Happy As I Am"

says Ralph Morris, Diamond Cleaners Laundry, Santa Ana, Calif.



FOR COMPLETE INFORMATION WRITE TODAY:

G. A. BRAUN, INC.



Pioneer in Automation

461 E. Brighton Ave., Syracuse, N. Y.
2 Usher St., Brantford, Ont., Canada

Braun Unit Wash equipment is available in the new 60 lb. capacity, especially designed for today's high speed cabinet shirt units, as well as the 100, 200 and 375 lb. sizes. See Braun, the full line washer-extractor manufacturer whose time-tested equipment is always "In League with the Future."

**Diamond
Cleaners
Laundry**

Five Thumbs Up to Clean

1001 SANTIAGO STREET • SANTA ANA, CALIFORNIA

Phone Kimberly 2-3959

April 11, 1958

Mr. Rocco Albanese
G. A. Braun, Inc.
10819 Molette St.
Norwalk, Calif.

Dear Mr. Albanese:

I would like to thank you for taking my order for the two Braun washers.

Now that they are in and operating, I would like you to know what I think of them. As for the BW-200 it is all that we expected and more.

The BW-350 is the nicest piece of equipment that I have ever bought or expect to buy. We have washed loads up to 450 lbs. with the very best results, and we do this with one half as much labor as with the old wash room.

May all your customers be as happy as I am.

Very truly yours,

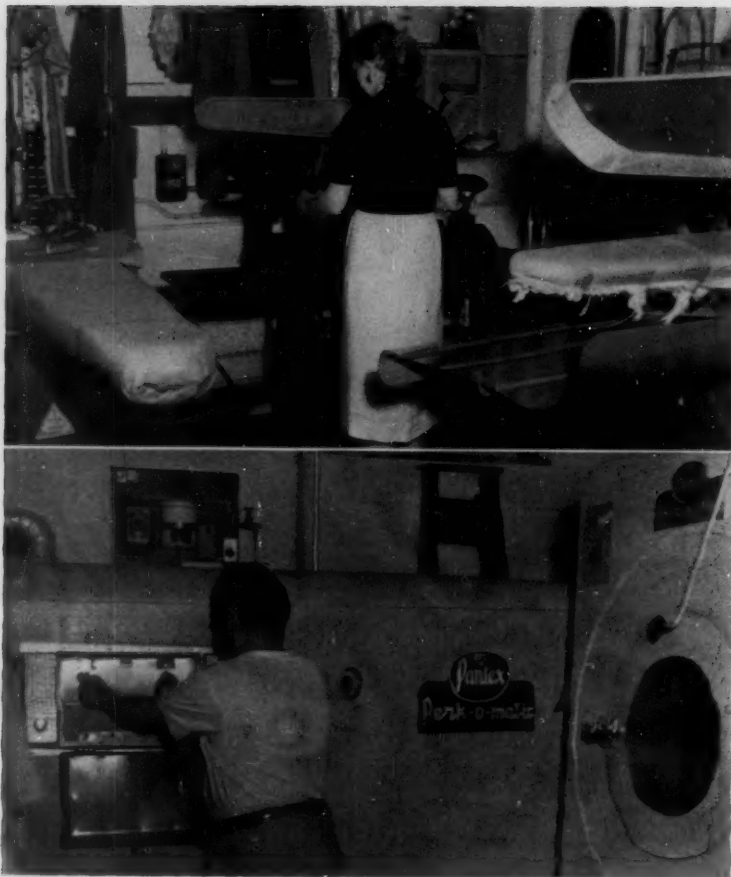
Ralph Morris

Ralph Morris

A 50 percent labor saving—biggest of the big cost savings acclaimed by the over 600 Unit Wash installations that each and every week produce over 5,000,000 pounds of laundry.

He expected top quality production from the 200 pounder, with maximum water, fuel, supplies and space savings. He got what he expected, and more, with Critical Point Extraction for soil and water removal at the one time in the cycle best for maximum efficiency.

Braun Unit Wash never over-rates capacity! But if need be, the 375 lb. unit with its full 51 inch washboard drop and amazing "wet rub," unique three pocket design and triple wash action will produce high quality even under over-load conditions.



Top: Drycleaning finishing department has complete one-girl units. Above: Only male member of production crew is the cleaner-spotter

Continued from page 22

laundry and drycleaning. And in the spring of 1956 he was ready for business.

Since he is a good merchandiser, he launched the opening with considerable fanfare. He ran an extensive newspaper campaign, including full-page ads in the neighborhood papers. There was a drawing for \$1,500 worth of prizes. Half of these were merchandise supplied by one of the large stores in the area, which provided them at a discount in return for some free publicity. The balance of the prizes were in the form of certificates for free services of the company.

The opening was highly successful and the plant was off to a fine start. But in a few weeks the city tore up the street for widening and repaving. The construction work proceeded at an agonizing pace. As a matter of fact, it took the whole summer. Coincident to that, the five other plants opened branches in the immediate vicinity. And in spite of it all, things are going well. The plant has been over its break-even point for a long time.

This can be attributed to the con-

tinuing advertising done, plus quality and service. Same-day service is offered on everything. To make certain that service is maintained, all regular work is sent back to the main plant for processing, both laundry and drycleaning.

The branch handles only specials, for itself as well as three branches and five or six motels in the vicinity. About 25 percent of the branch plant volume is special. The other 75 percent processed at the main plant helps level out the workflow there. In addition, the main plant is naturally geared for greater production.

This is in no sense a cut-rate operation. For example, shirts are 27 cents, the going price in this market. Fluff-dry work is \$1.19 minimum for 6 pounds, and 10 cents a pound over the 6-pound mark. Men's suits are drycleaned at \$1.35 and dresses start at \$1.50. There is a 10 percent discount only on regular work, none on special same-day work.

Of the laundry volume, 80 percent is finished work, 20 percent fluff-dry. Total volume breaks down to 60 percent drycleaning, 40 percent laundry.

There are 11 productive employees—6 in the laundry and 5 in drycleaning. At first a superintendent was employed but he stayed only a few months. One of the girls has since been appointed as a "group head." To supplement her, since she also does production work, Joe North or someone else in management at the main plant stops by during the day to check on things.

The personnel of the drycleaning department take care of the counters, as well as engage in production work. Their department is immediately adjacent to the counter area so they are readily available to serve the customers. An electric eye has been installed across the office door. As the customers enter they break the beam, which causes a bell to sound. In case the girls are preoccupied with something, the bell lets them know a customer is there.

Since the plant is open from 7:30 a.m. until 6:00 p.m. daily, the hours of the girls in the drycleaning department are staggered for complete coverage of the counter. In emergencies girls from the laundry department pitch in and help, too. The fact that this happens often shows that Joe has the right attitude about "competition."

For those interested in the equipment in this activated branch plant the laundry has the following:

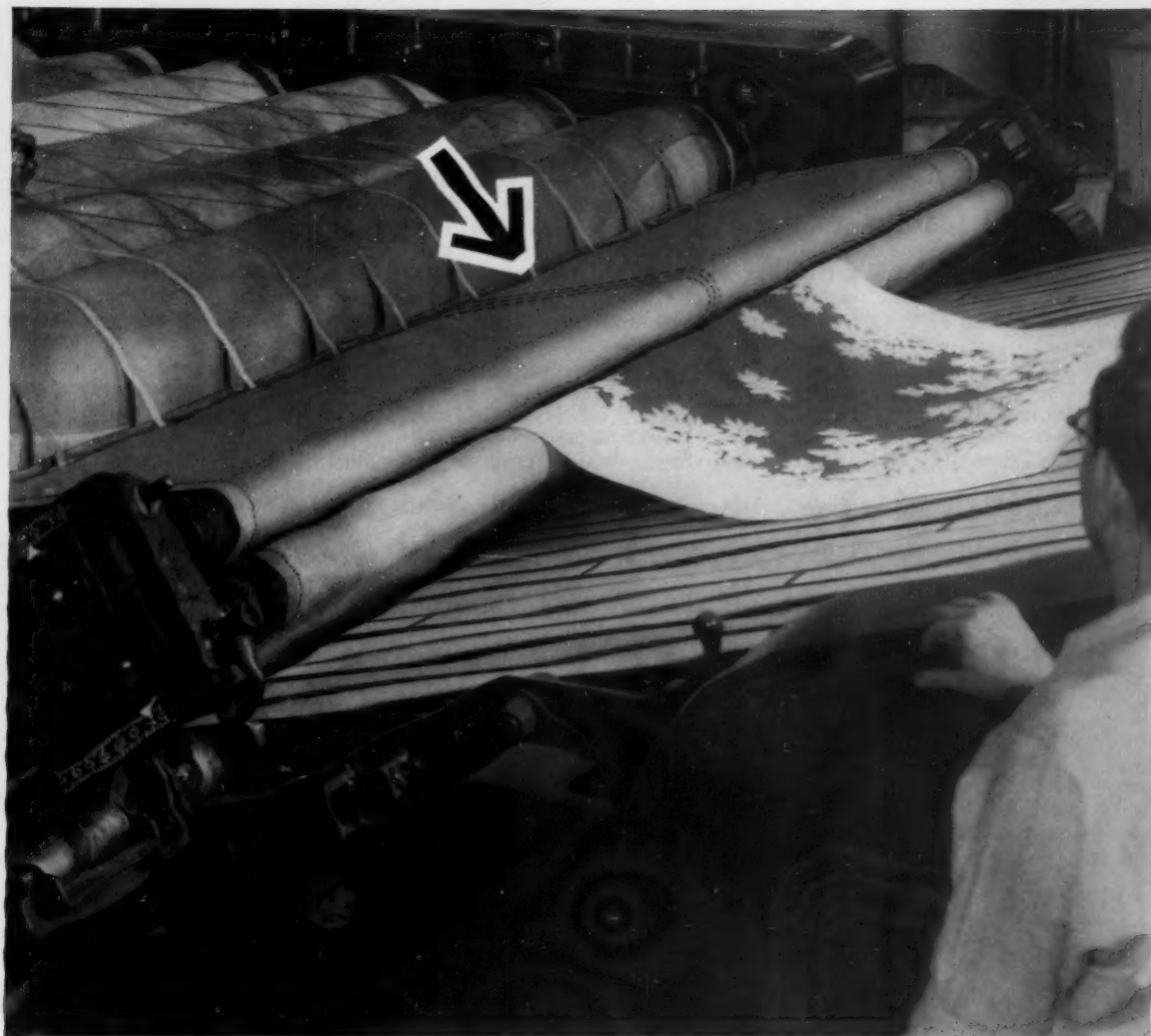
- One 3-girl shirt unit with cabinet bosom and sleeve
- one apparel unit
- one tumbler (36-inch diameter by 18 inches)
- one twin washer
- one 50-pound washer
- one 25-pound washer-extractor
- one 20-inch extractor

In the drycleaning department:

- one 60-pound synthetic washer
- one complete silk finishing unit (with offset and flap-head vacuum puffs)
- one utility press
- one steam-air finisher
- one spotting board

The call-office storage is handled on four conveyors. Three of these are for drycleaning, the other is used for laundry. The power requirements of the plant are handled by the following:

- two boilers—one 12 horsepower and one 10 horsepower
- gas water heater
- water softener
- air compressor
- air vacuum



PROSPERITY PREFERRED—Typical of the fine modern laundries dotted all over America today is the Lord Baltimore Laundry of Baltimore, Maryland. Serving its many customers are 7 retail stores, 26 delivery trucks, and a large processing plant extensively equipped with the finest laundry and dry-cleaning equipment available. For over twenty years, the Lord Baltimore Laundry has been using Prosperity Apron Cloths. Their fine tracking qualities and the lack of excessive stretch are among the reasons. Although Lord Baltimore has intermittently tried other brands, it has always returned to the brand of their choice—Prosperity. This is another example of how the fabrics produced by Mount Vernon Mills and the industries they serve are serving America.



Mount Vernon Mills, inc.
A LEADER IN INDUSTRIAL TEXTILES

TURNER HALSEY
COMPANY
Selling Agents

Main Office and Foreign Division: 40 Worth Street, New York, N. Y. Branch Offices: Chicago • Atlanta • Baltimore • Boston • Los Angeles

Always look for this purple stripe in all PROSPERITY® and ORIOLE® fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, Ill., Indianapolis, Ind., Milwaukee, Wis. • CARMAN-MITCHELL-WING CO., Stoneham, Mass. • CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio • C. C. CHEMICAL CO., Sunnyside, L. I. • JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta, Ga. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. • JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO.—CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex.

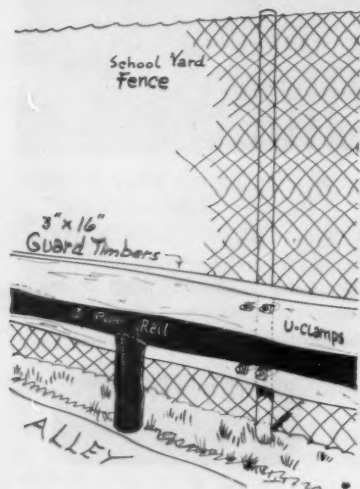
*Trademark Mount Vernon Mills, Inc.

Rhapsody in Bellew

JUST RECEIVED a gadget idea from the St. George Laundry back in Jefferson City, Missouri, and it brings to mind a story. Two guys were up in an airplane and the passenger said to the pilot: "This fuel gauge reads 'empty' . . . does that mean anything?" The pilot replied: "Not to me; I'm wearing a parachute!"

What I'm driving at is the fact this letter means something to me. The St. George Laundry was one of my very first sources of material for this gadget column way back in 1945. Not only did Mr. St. George have endless patience in explaining the function of some good gadgets, he even complimented me on my cartoons! To me, a newcomer in the field and completely unknown, it meant cloud number nine!

His idea is the use of a cut-down fiber drum as a fine children's toy chest. A nice gift for new parents. Cut the fiber drum down to about half size, give it several coats of pastel color paint, and decorate it with appropriate animal decals. Decals bearing the baby's name are even available for a more personal touch. The original lid will make a good dust cover.



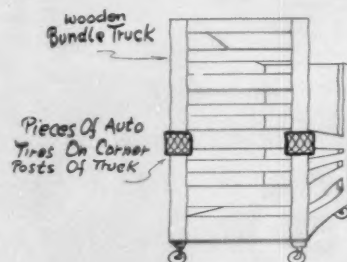
Fence Protection

Community Linen Rental Service has an alley loading area just across from a big grade school in Los Angeles. Measures have had to be taken to prevent careless truck drivers from hitting the school fence hard enough to damage it, and perhaps injure a child in the school yard.

The bottom of the fence has been fitted with 3-by-16-inch timbers, held

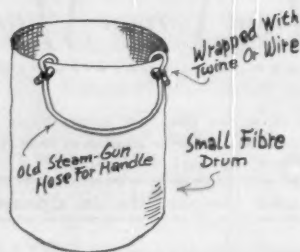
to the fence support posts by U-bolts. About a foot and a half in front of the fence and at the edge of the alley pavement runs a 3-inch length of pipe at bumper height. This pipe is welded to upright pieces of the same type pipe, which are set in concrete.

Since this is a public alley, Community's trucks are kept close to the side of the plant and use only one side of the alley on a one-way-traffic basis. The pipe-and-plank protection for the school fence, done at company expense, probably protects the kids more from private automobiles than from plant trucks.



Truck Bumpers

Community Linen routemen use big wooden bundle trucks to carry finished work out to their delivery trucks. To prevent damage to the trucks through getting bumped by these bundle trucks, pieces of old automobile tires are attached to the four corner posts of each bundle truck. Not only are the delivery vans protected from scraped paint, but it also saves wear and tear on the bundle trucks, since the rubber bumpers are all placed at the same height off the floor.



Handled Drums for Trash

Using the small-size fiber drums as trash receptacles is a good idea for a plant, since they take up very little

room and don't present as much of a fire hazard as the larger capacity full-size drums when used for this purpose. They do have to be emptied more often, but this also lessens fire damage in case one ignites, even though it does make extra work for the janitor.

At Del Monte Laundry and Cleaners in Pacific Grove the janitor has simplified their removal by making handles out of lengths of old steam-gun rubber hose. Ends of the hose are stuck through holes drilled near the top of the drums and doubled over the rim where they are securely wrapped with either heavy twine or light wire. There is now no need of carrying the drums, and they can be dragged out quickly and easily without danger of tipping them over.



Hinged Hand Truck

Del Monte Laundry and Cleaners in Pacific Grove, California, is the source of several items. Under the joint management of John Logan and "Stubby" Newman, the place is really jumping.

On some of the routes the salesman has need of a hand truck, and this is how the plant engineer keeps it out of the way when it isn't being used.

The hand truck rests upright against the wall at the back of the truck. A heavy strap hinge is bolted to the truck body about even with the top crosspiece of the hand truck. The free end of the hinge has welded to it a curved piece of metal strap which fits snugly over the top cross-piece. The hand truck is positioned against the side of the truck and the curved strap is dropped down to keep the top of the hand truck against the wall at all times in spite of the movement of the truck. Releasing it is just as simple.

HOW MUCH WATER WILL YOU WASTE THIS YEAR?

HERE'S HOW TO SAVE 222,000 GALLONS PER WHEEL

Water costs keep going up and up. Stop losing profits down the drain with these Keever products . . . Satinette and Ultra-lite . . . and improve quality, too.

Your Keever Sales-Service Man can make a check-chart analysis in your plant in 10 minutes . . . tell you what you can save . . . how to increase poundage . . . improve your work. He's at your service.



SATINETTE — A balanced blend of wheat and corn for proper body and a smooth, pliable finish. Non-congealing. No waste. Use it hot or cold.

ULTRA-LITE — Makes whites ultra-white. Makes colors ultra-bright. With each 42" x 84" wheel on a 48-minute formula running 8 hours per day, you can increase production 6,900 lbs. and save 18,400 gallons of water per month—222,000 gallons per year.

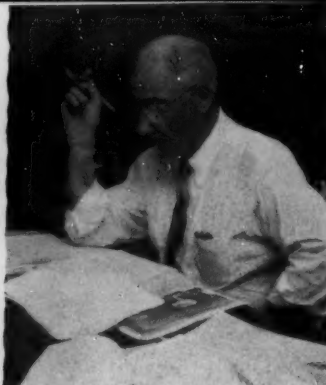


ULTRA-LITE
THE FLUORESCENT SOUR

Other Keever Products: **SANI-SOUR • JUMBO PADS**
THE KEEVER STARCH CO., COLUMBUS 15, OHIO
CORN, WHEAT AND OTHER GRAIN PRODUCTS FOR INDUSTRY SINCE 1898



Quality of stories was high, competition heavy. Here, **HAROLD C. BUCKELEW**, Executive Secretary of the New Jersey Laundry & Cleaning Institute, and President, the Professional Laundry Foundation, gives thoughtful consideration to a sales entry.



Pencil in hand, **HEYWOOD M. WILEY** is about to give impartial, authoritative rating to a contestant's story. Wiley is Chairman, Educational Bureau, National Association of Institutional Laundry Managers, and Laundry Manager, Girard College, Pennsylvania.

A. L. CHRISTENSEN, A. L. Christensen and Associates, former Manager, Production and Engineering Department, the American Institute of Laundering, gives serious thought to a statement on increased laundry sales and, here, checks a graph which illustrates the statement.



LAWRENCE C. KLINE, President, Linen Supply Association of America, and President, William Penn Laundry and Kline's Coat, Apron and Towel Service, is deep in study as he considers the problem, the solution and the results in a possible prize winner.



A Day with the Judges in the . . .

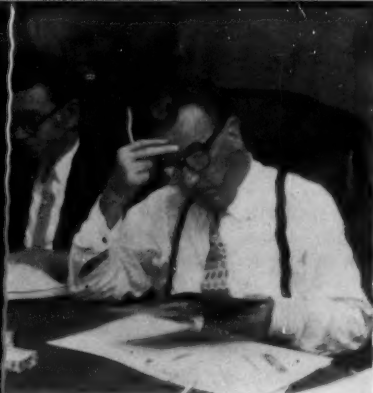
PARADE OF PROGRESS CONTEST

**Laundry Experts Spend Full Day Selecting Best Stories
on Increased Laundry Sales and Improved Laundry Production**

Over five months ago, STARCHROOM LAUNDRY JOURNAL announced its big **PARADE OF PROGRESS CONTEST**—the competition that, for the guidance and business welfare of laundries everywhere, is focusing on how to increase laundry sales and how to improve laundry production.

Starting with the announcement and continuing, the project has met with the highest possible enthusiasm in every segment of the field. Manufacturers have called it "an industry achievement." They see it as "unusual, stimulating, exciting." And plantowners and their employees, submitting entry after entry, have demonstrated interest and endorsement beyond all expectations.

Winners in the **PARADE OF PROGRESS CONTEST** were selected by a five-man panel of experts on July 23 in New York's Beekman Towers Hotel. The pictures on these pages show how the judges went about the serious and difficult task of choosing the winners.



VICTOR DALGOUTTE,
President, Briarcliff
Laundry, and Immediate
Past President,
American Institute of
Laundering, inspects
one of the many
high-quality production
entries and studies a
photograph of
improvement in
plant layout.

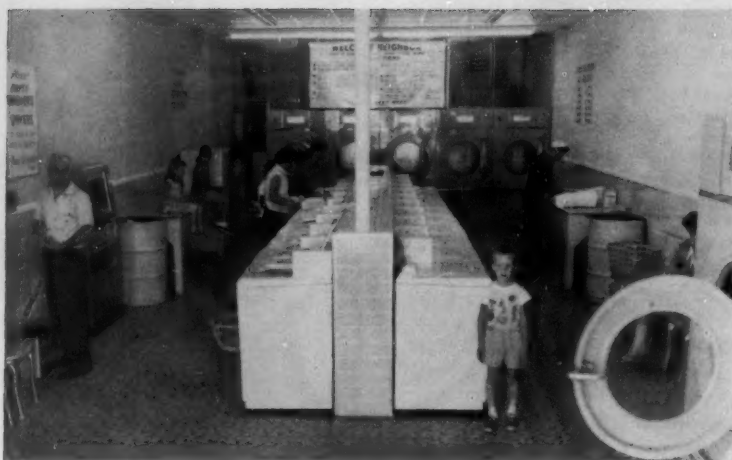
Involving so many entries, and with so many of high quality—demonstrating the professional accomplishments of typical JOURNAL readers—the judging demanded more than a full workday of concentrated study and earnest discussion. The result: six top winners, each to receive one of the generous cash awards . . . and a sizable number of Honor and Merit winners, those contestants whose entries represent, in the opinion of the judges, sales and production improvement of marked significance.

**AWARDS TO BE PRESENTED ON SEPTEMBER 13
AT THE CONCORD HOTEL, LAKE KIAMESHA, N. Y.**



Awards to the six top winners in the JOURNAL's PARADE OF PROGRESS CONTEST will be presented on September 13 at the Concord Hotel, Lake Kiamesha, N. Y.

The occasion will be a meeting of the New York State Launderers and Cleaners Association at the Concord, September 11 through 14.



Unattended plant in shopping center got off to flying start from very first week of opening. Note tile floors and walls installed by owners

Coin-Op Boasts Unusual Features

Econ-O-Wash is owned by professional laundrymen with their own ideas about coin-store operations

By HENRY MOZDZER

ON VISITING Egan's brand new coin-operated laundry in Newport, Rhode Island, one day last month, we were surprised to find only three customers on the premises. We say surprised because 17 of the store's 20 washers were in use at the time.

We were assured that this was not unusual. Many people coming into the shopping center make it a practice to stop at the coin-op first, do their shopping and pick up their clean laundry on the way home.

This particular plant opened early last May and was 10 weeks old when we visited it. Management is delighted with the results to date.

John Egan, president of Egan's Laundry and Drycleaners, told us the coin-op grossed \$196 during the very first week of operation. And that its sales growth since then has been "phenomenal."

"The unattended store," he says, "is already doing 50 percent better than the equipment salesmen predicted it would do in six months time. The only promotion we used was two

quarter-page ads announcing its opening. We offered no free washes or any other inducements."

The coin-store operation is set up as a separate business organization under the name Econ-O-Wash Corporation of Rhode Island. It is a family enterprise with brothers John and Francis Egan and brother-in-law Dan Marvelle as its owners and operators.

The store measures 20 by 65 feet and is in the midst of a huge shopping center. The rent runs to \$250 a month.

The equipment includes twenty 9-pound open-top washers and two hot-water heaters. Since the area enjoys good water no softener is required. When it first opened up, the plant had five driers. To satisfy the demand, management has since found it necessary to add three more driers bringing the total up to eight.

One of the most unusual features of the store is that it has real tile on the floors and half-way up the walls. It was inlaid at a cost of \$2,500. While this may seem extravagant, Econ-O-Wash management looks at it

this way: It has a 10-year lease on the store with a 5-year option. In the long run, then, the tile will cost only a few dollars a month. Meanwhile, the company has the advantage of a highly durable surface covering that is pleasing to look at and easy to maintain.

Another unusual feature of the store is that in addition to the usual soda, candy and cigarette vending machines, it also boasts a juke box. Reason: Newport is a Navy town and the sailors like to have music wherever they go. And a good number of them are coin-operated-laundry users.

Econ-O-Wash shares the janitorial services of one man with a nearby store. He comes in and cleans up twice daily for a fee of \$25 per month.

Besides its light and gas bills, the company also pays out \$10 a month for \$10,000 worth of fire insurance which has a clause covering vandalism.

The store is opened 24 hours a day seven days a week. Patrons may have the use of a washer on deposit of 20 cents for 30 minutes, and the drier for 10 cents for 10 minutes.

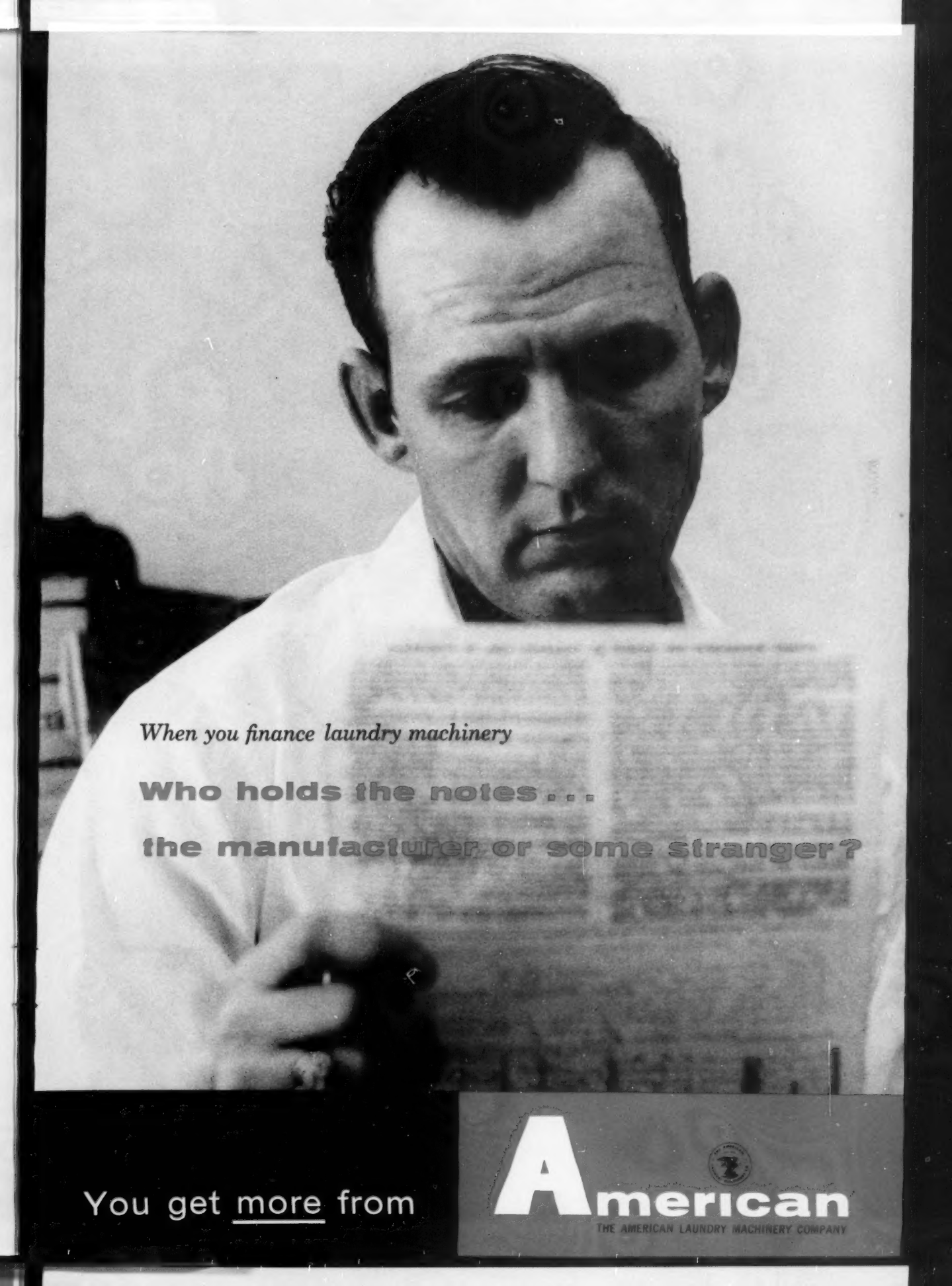
Why should professional laundrymen be interested in coin-operated laundries? As John Egan sees it, the popularity of the neighborhood self-service laundry that developed at the end of World War II indicated public desire for a fast, economical laundry service. But the expense of manning these early operations did not make them particularly attractive to cost-conscious laundrymen.

Now, with the coin-operated setup, a laundryman can capitalize on this trend without worrying about labor costs. And make money at it. A 40 percent profit with such installations, he says, is not unreasonable.

The coin-op customer is a different type of customer, says Mr. Egan. Generally, he is one who has never patronized a professional laundry. This gives the laundryman the opportunity to tap a new market, augment his income and level out the peaks and lows of his regular business.

Mr. Egan also finds that women love the coin-op because it gives them a place to go to meet other people. It's sort of a throwback to the community well where the ladies have a chance to gossip while doing their chores. Men also use them particularly during the late evening and early morning hours.

Management is so sold on the coin-operation potential that it opened up a second coin store five weeks after opening the first. It is located next door to Egan Laundry's main plant and even here sales the first week hit \$86. □□



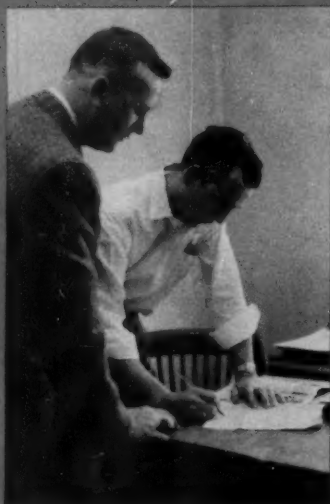
When you finance laundry machinery

Who holds the notes...

the manufacturer or some stranger?

You get more from

American
THE AMERICAN LAUNDRY MACHINERY COMPANY



At American we hold your notes.

So you know exactly whom you are dealing with.

Many times American has gone to bat for its customers, helping them over the rough spots. This is the kind of treatment you can hardly expect from a stranger whose only interest in you is the money you owe.

When you qualify for financing with American it's because *we believe in your future*, and value our continuing relationship with you as highly as any other consideration.

This confidence we have in our customers is another reason you get *more* from American.

You get more from

American



The American Laundry Machinery Company, Cincinnati 12, Ohio

"Wanna Buy Some Old Sheets?"

Another Jab by Poke

Last month I had some things to say about the sheet-shrinking complaint, and how lots of laundrymen are still being taken in by it.

Now, there's another sheet complaint that's just as phony, just as common, and just as costly as the sheet-shrinking complaint. I'm thinking of the laundrymen who are buying wornout sheets and paying new sheet prices for them, buying them for reasons for which they are not responsible at all.

It's a strange fact that while we all know sheets wear out, when some laundrymen get demands to replace these sheets because they came back torn, the poor suckers can't seem to remember that simple fact. The consequence is they frequently pay out enough between New Years and Christmas to finance a visit by Santa Claus, and for something for which they aren't responsible. Or, if he's an institutional laundry manager, he isn't paying out cash for replacement of these torn sheets but he's paying in mental anguish, frustration, and the loss of peace of mind because of the 'ell he's taking from the Institutional Manager for the torn sheets that are coming back from the laundry.



M. A. Pocock

Now, sheets get torn. I've seen many sheets get the entire hem torn off while the girls were shaking them out. I've seen a sheet split right down the middle by these same shakers. But I've never seen this happen to a HEALTHY sheet. In fact, I've never seen a pair of girl shakers strong enough to do this to a GOOD sheet. Every darned one of those sheets that tore were in poor health, suffering from old age—65% gone. Maybe, too, some of them had been weakened by being used to form bags to hold a lot of other dirty linen on its way to the laundry, and in that way got a lot of wear in the middle that made their fate inevitable.

Now it would seem that the obvious remedy for protection from this expensive habit of buying old, worn-out sheets would be to suggest to the customer that he or she check on the age of the torn sheets and the amount of mileage he or she had had from them. If that doesn't do the trick, then you can settle the matter by asking that test pieces from the torn sample of such sheets be sent to the laboratory for a tensile strength testing. I can recommend this as a reliable method of saving enough in a year to pay a substantial part of the cost of that new equipment you've been wanting—perhaps a SAGER Spreader.

M. A. (Poke) Pocock

Turn Red Ink to Black with a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

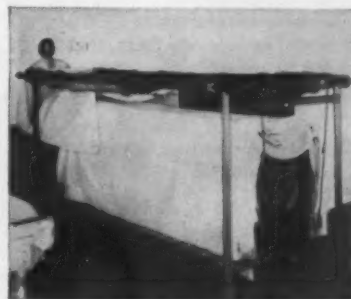
"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager "B" Spreader. Handles 1,200 to 3,000 sheets and spreads per day



Reduces Labor Turnover

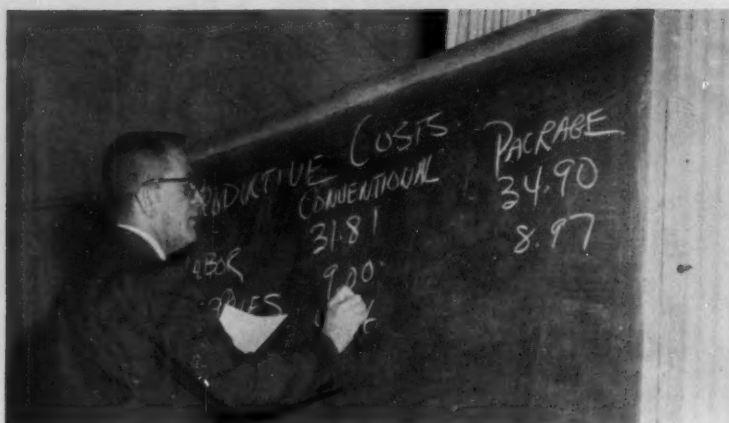
No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

Please send us full facts about your labor-saving Sager Spreaders.

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What Should You Know About Package Plants?

Suggested ground rules for choosing location and operation

Based on a talk by Bill White, NID director of industry relations, at Pennsylvania Laundry Owners convention

SO MANY PEOPLE have asked Bill White, NID director of industry relations, about package plant possibilities, how to find ideal locations and how to best operate them, that he decided to present some pertinent conclusions in question-and-answer form:

Why is there a trend toward package plants?

1. They are a rapidly developing new method of distribution for drycleaning services, as popular with laundries that maintain drycleaning departments as with firms that do drycleaning only or those that have shirt departments. The package plant trend is growing at the expense of the route, which is now averaging over 30 percent in overhead costs because of higher driver wages and other increased charges.

2. There is an increasing trend for people to buy at point-of-sale instead of the point-of-sale coming to them. Our economy is on wheels, making it easy to get to shopping centers and drive-in facilities.

3. An old consumer habit survey

revealed that 61 percent preferred pickup-and-delivery service while 39 percent preferred cash-and-carry. A later survey in 1951 showed a 51 percent preference for routes and 49 percent for cash-and-carry. A 1957 survey made of 3,000 families in the Midwest by Wayne University pointed up a 70 percent preference for cash-and-carry and only 30 percent still leaning toward route service. This indicates a definite trend toward greater preference for cash-and-carry on drycleaning services. The assets seem to be service, lower cost and convenience.

Continued on page 38

Productive Costs (%)

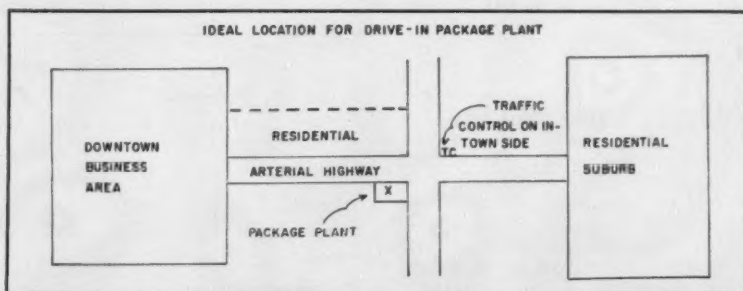
	Conventional	Package
Labor	31.81	34.90 (Includes all labor; all employees should be fully productive)
Supplies ...	9.0	8.97
Power	4.76	4.81
Building Overhead ..	3.75	7.88 (Must be in better grade neighborhood)
Machinery ..	4.88	4.93
Indirect	5.04	4.80
Total Productive Costs ..	59.24	66.29

Selling & Distribution Costs %

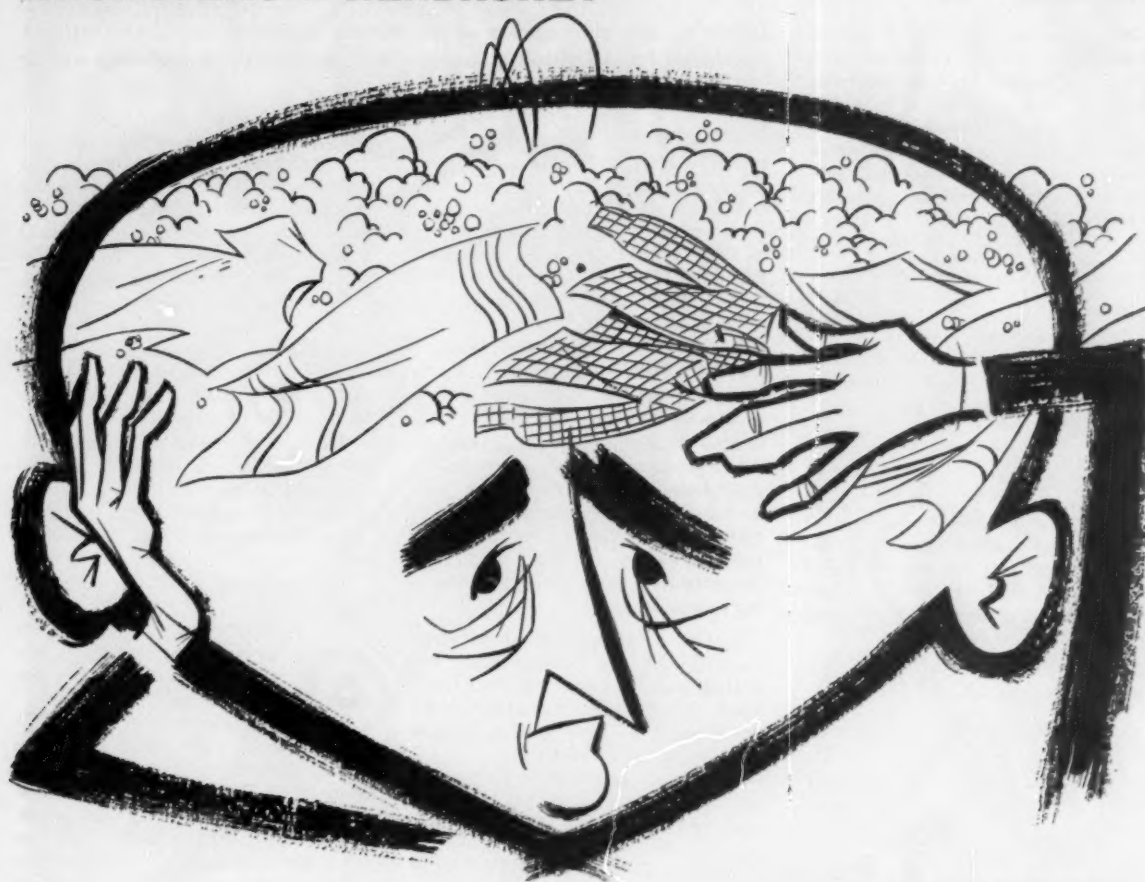
	Conventional	Package
Delivery	7.80	—
Wages & Commissions (Total volume)	(16.97—delivery volume only)	—
Delivery Equipment ..	3.22 (7.01—volume only trucks bring)	—
Branch Stores	4.97	—
Claims39	.31
Advertising-Promotion	2.88	3.12
Total	19.26	3.43

Office & Administration Costs %

	Conventional	Package
Expense	5.27	5.33 (Administered by mother plant)
Executive Salaries	5.86	—
Total Office & Administrative	11.13	5.33
Total Costs ...	89.63	75.05
Management Return	16.23 (Includes executive salaries of 5.86)	24.95



WASHOVERS A HEADACHE?



SWITCH TO OZONITE

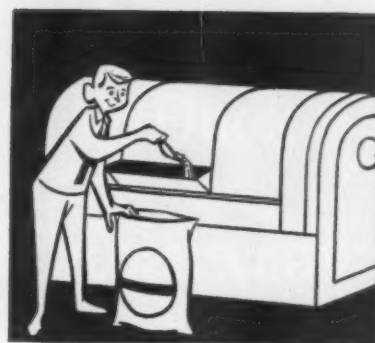
the all-in-one blend that can
end all your washing problems!

If you want to turn out really clean wash loads with a minimum of washovers, you'll want to try Ozonite.

Factory-built to contain all the necessary washing ingredients, Ozonite is a ready-to-use blend of soap and alkaline builders that never varies in strength or efficiency. This uniform quality assures you of superior soil removal, excellent whiteness maintenance and complete safety to fabrics, *load after load*.

And even in inexperienced hands Ozonite gives you quality control. When your washman sees the proper suds level, he'll know that he has added just the right amount of Ozonite for best washing results.

You can step up production and increase your profits with Ozonite in the washroom. Why not try it soon?



Procter & Gamble Bulk Soap Sales Dept., P.O. Box 599, Cincinnati 1, Ohio

Continued from page 36

Where are they located?

Most successful package plants are in shopping centers, residential community areas or are true drive-ins. Shopping centers seem to offer the best locations. Otherwise, choose an arterial highway between a downtown business area and a residential suburb, with a traffic control at a corner location. (See diagram.)

How much volume to expect?

Most package plants are leveling off to a point where drycleaning volume runs between \$1,500 and \$1,800 per week. The break-even point is about \$900-\$1,000 a week.

How much space?

Figure on having a square foot of space for each dollar of estimated weekly volume. For example, provide 1,500 square feet for an estimated weekly volume of \$1,500. The space estimate should include total area, not just production area.

Space relation to price?

The average package plant base price runs between \$1 and \$1.10. Square footage allowed would vary up and down with the individual price schedule.

How much rent to pay?

Most leases seem to call for a rental of 6 to 8 percent of potential business to be handled. Some leases call for a percentage of volume above a certain rental.

What kind of equipment?

Most package plants use perchloroethylene because of local fire laws and zoning restrictions. Zoning keeps out petroleum equipment in most areas.

Cost of operation?

Based on AIL's uniform accounting classifications, Mr. Brown has compared the over-all cost ratios of 25 to 30 of these package plants with conventional operations (see charts) and has concluded that package plant operations are less expensive. □□

For examples of successful package plants, see stories on C & S Laundry, Knoxville, Tennessee, page 12; on Capitol Laundry & Cleaners, Denver, Colorado, page 22 of this issue.

Now—It's One-Second Washing

Latest report of progress made by the Stanford Research Institute
reprinted from California Laundry & Linen Supply Association paper

SOIL REMOVAL equal to or better than ordinary laundering methods in an efficient modern plant is now accomplished by Stanford Research Institute in only one second, according to the latest word from President Jack Elberling and members of the Research Committee. In other words, information released recently at the Palm Springs Convention is already dated material, so rapidly has scientific progress been made.

At a recent committee meeting held in Palo Alto at the Stanford Research laboratories, an amazing series of demonstrations was made before such hard-to-convince laundrymen as Mr. Elberling, Grenville Whyte, Jack Bariteau, Leo White and Ray Calou. Four demonstration tests of the new washing process were made.

1. On a commercial shop towel from the Oakland Tribune which was coated with printer's ink to a solid black on both sides. One-second washing brought the towel back to its new green color on both sides.

2. A linen supply napkin encrusted with spaghetti sauce from a San Francisco restaurant came absolutely clean in one second.

3. A linen supply kitchen towel with grease, stains and dirt washed in one second.

4. A sweat-stiffened sweat sock changed from almost black to a gray in one second—and compared with a laundry-washed sweat sock, was much cleaner.

Method, not time, is the vital factor, according to SRI scientists, and research is being further carried on at the present to attempt to take the

method through the sound barrier in feet per second. However, there is also considerable thought going into the possibility of freezing the new method within a few months (since it already is far beyond dreams) and turning the process over to the mechanical designers so that mechanical design of the continuous washing machine can be begun. Under the new process each fiber is treated in the textile being washed, so that a much more uniform product is achieved.

To date bleaching has been eliminated, and it is thought at the moment that bleaching will not be required for the normal process. Certain stains, of course, will not be removed in one second, any more than they will be removed in a one-hour formula.

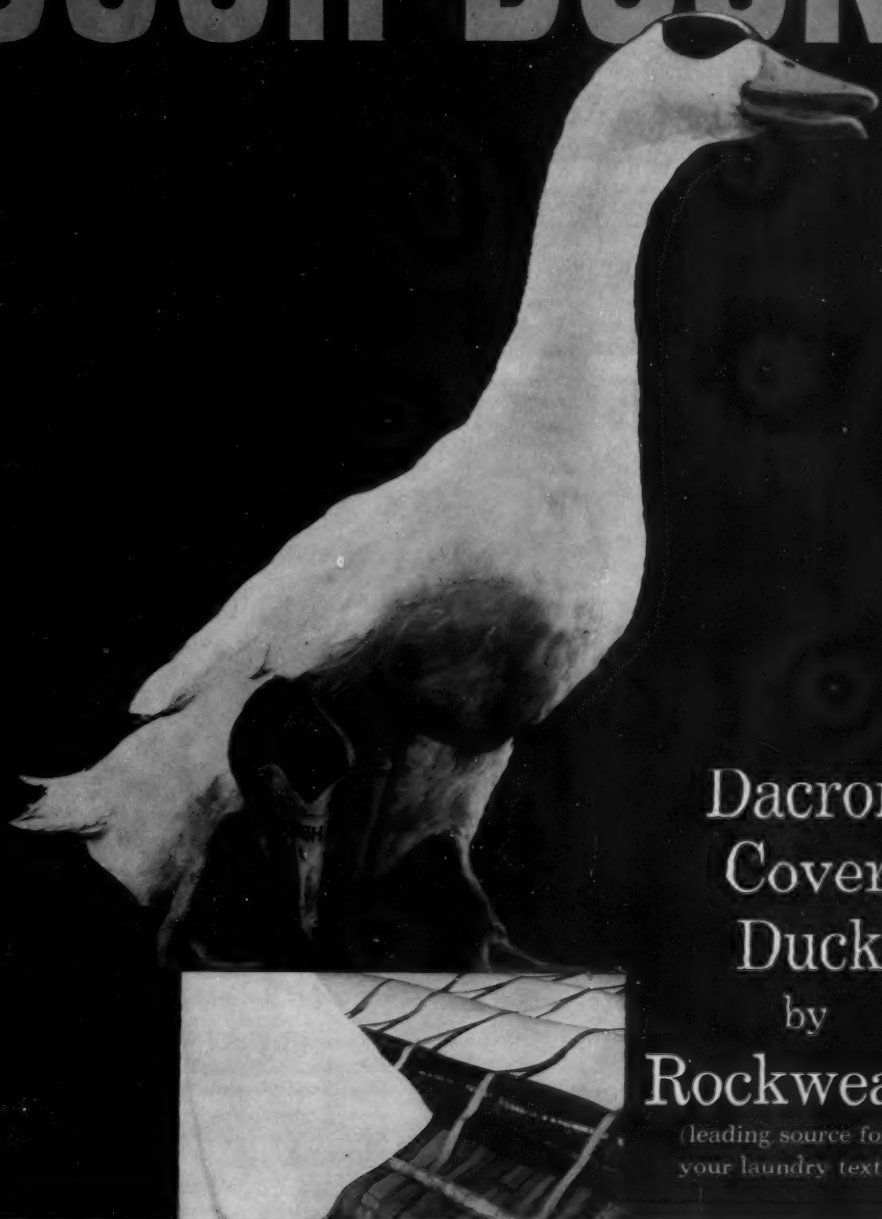
Tests show that there is no tensile-strength loss whatever under the new process. Shrinkage seems to be the same as for any laundering process.

Stanford's approach to the problem has been to go back to very basic scientific principles. Hundreds of individual tests have been made to find the effect of such factors as Mass, Temperature, Agents and Time. The pilot testing machine washes only a 3-inch square of material, but it is believed that once the principle of fractional-second washing is achieved in a final form, there will be no problem in translating this into mechanics.

A patent search reveals that a number of ideas for continuous washing machines have been patented over the years, and none of them in any way resembles the new project. Certain basic patents on the process are now being secured. □□



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Built to endure, this Dacron Cover Duck has greater strength *where it is needed—around the roll*. The tensile strength in the filling is greater than in any other cover. That's why no other cover can last longer. Prove it now for yourself!

To meet your heaviest work-loads, get longest wear with best results, save money, time, and labor...

get ROCKWEAVE's #1002 heavy Dacron Duck...the cover that means top quality and peak performance for you. *This is the roll covering for ironer rolls that's specially constructed to be stronger, last longer than any other leading brand!*



A.I.L. Activities

New Magazine for Consumers

A consumer magazine featuring professional laundry service has been designed for the use of professional laundrymen in building sales and creating goodwill. Called *Better Home-Making*, the magazine is intended for distribution to the housewife and her family. It is available to members of the American Institute of Laundering.

The pocket-sized magazine will carry the imprint of each laundry on the front cover. The back cover will feature a laundry-drycleaning ad or a laundry ad according to the plantowner's choice.

Articles in the magazine are aimed at the homemaker with some directly related to professional laundry services. How to buy washables, beautifying washable rugs, taking care of your drapes and wash-wear garments are some of the subjects that will be covered in future issues.

The first (September) issue of *Better Home-Making* will be printed and ready for shipment in August. To follow through with the project, the Institute needs orders for a minimum of 100,000 copies. Orders are being accepted now.

Where and How To Get Money

A publication designed to show a laundryman how to obtain money to further his business is now available from the AIL Membership Department. "Money—Where and How to Get It," is the title of a new Special Report No. 241.

The publication presents an outline and sample of financial information that a laundryman should prepare for the loan officer of a bank. Installment and term loans are discussed to give further background on obtaining the most suitable type of loan.

In the second section a banker discusses what a businessman should know about his bank and reveals the way a banker likes to see a man present his case for obtaining a loan. He points out the necessity of having complete and documentary statements.

The report points out that a bank loan requires selling the banker on the belief that the laundryman knows how to produce a profit that will be necessary to repay the loan. The accounting presentation must include cost of operations, estimated future cost and complete cost of new facilities, as well as specifications of how and when the loan will be repaid.

Ideal Truck Efforts Continue

As part of its continuing campaign to encourage manufacturers to build trucks designed specifically for the laundry and drycleaning industry, the Institute has provided manufacturers with a report on its truck specifications survey. The suggestions offered were made by 63 members of the advisory committee on sales and advertising.

Previously the AIL held meetings with officials from major truck manufacturing concerns, had personal correspondence and contact between AIL directors and trucks distributors in their various districts, prepared a preliminary list of truck design specifications for manufacturers, and promoted correspondence and personal contact between Institute members and truck distributors in their particular areas.

The new survey report consists of two major sections. The first deals with trucks now in use, and the second de-

scribes the ideal truck. Members requested a walk-in type body and a six-cylinder engine that would give an increase in mileage of four or five miles per gallon. Transmission would still have three speeds forward and would still be shifted manually.

Other qualities desired include improved entrance for rear loading, sliding doors on both sides of the body, steps on the rear as well as the side and a working shelf in the front. Special features include a slickrail, improved inside lighting, directional lights, defrosters, rear door windows, and improved bumpers for radiator, grill and rear corners.

Members may obtain a complete report on the survey through the Institute's Sales and Advertising Department, Joliet, Ill.

Time-Savers for Housewives

Time- and clothes-saving tips are illustrated in a recent consumer release put out by AIL for "women's page" items. Advice to housewives includes the following tips:

Folding soiled sheets and flatwork before putting them in a laundry bag is useless since laundries have to unfold them to insure proper cleansing and also for pressing.

The wrong way to tie up soiled clothing and flatwork is to use a knotted sheet. A sturdy laundry bag is the proper utensil.

Keep a short lookout for holes and tears while assembling a laundry bundle, says the AIL. Thin spots should be reinforced by darning before sending any articles to the laundry.

Valuables of every size and description wind up in laundries, reports the AIL. Before putting garments in the laundry bag, pockets should be carefully inspected.

The AIL recommends putting laundered sheets at the bottom of the shelf and using those from the top, since bed linens last longer if allowed to rest between use periods.

Two-Way Truck Radios

A one-year study of two-way radios as a cost-cutting and sales-building device for laundry and drycleaning operators who use route trucks is being conducted by the American Institute of Laundering in cooperation with the General Electric Company's Communications Product Department. Fifteen AIL trucks, which operate within 15 miles of the AIL plant, in Joliet, Ill., have had two-way radios installed. The 15 mobile units, plus a base station at the plant, make up the communication system which is being used in the study. At the conclusion of the test, a report is planned to describe the results of the study.

Management School Opens in January

The AIL School of Laundry Management will open January 19, 1959. Each of the four courses is limited to an enrollment of 35 students.

The program is designed as a refresher course for experienced laundrymen as well as basic training for newcomers.

The schedule of courses is: Sales and Advertising, January 19; General Management, February 2; Identification and Washing, February 16; Finishing, March 2.

A catalog giving full details may be obtained by writing to the Institute at Joliet, Illinois.

One of these soaps has the combination of characteristics that will meet your requirements. Choose the qualities you need. Then, ask Lever Brothers to supply you with the product that combines them.

*High purity, all-purpose or high-concentration soaps or detergents...
for high or low temperature washing...
built or unbuilt...
in granular, powder, flake, or liquid form.*



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the line of famous Lever soaps for home use. Scientific testing facilities at Lever's laboratories assure continuing high purity and quality in every bag and drum.

Get in touch with your Lever distributor. For the name of your nearest distributor, write to Lever Brothers today. Lever Brothers will also be glad to supply you with free sample containers of Lever formulations, so you can test and see for yourself how effectively Lever soaps and detergents can work for you.

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Pennsylvanians Discuss Routes vs. Stores

ROUTES VS. STORES was one of the more controversial subjects slated for the Pennsylvania Laundry Owners' Association convention held May 8-11 at the Pocono Manor Inn, Mt. Pocono. The topic never really amounted to much of a controversy because the two principal speakers assigned to debate this question agreed that *both* routes and stores are necessary.

The subject was treated by a pair of "outsiders"—John Horst of Lord Baltimore Laundry, Baltimore, Maryland, and John Markle of Q & S Laundry, Bladensburg, Maryland.

According to Mr. Horst, routes are not as profitable and easy to manage as they were some 10 years ago and he foresees routes being de-emphasized. For one thing, he finds it difficult to hire or develop good route-salesmen. For another, he feels that automobiles have hurt route business because congested areas closer to the

main plant are difficult to service. He suggests dropping close-in routes and paying more attention to the more productive ones in the suburbs.

Among other suggestions offered by Mr. Horst were the breaking down of some routes to provide better and faster service and to deliver in less than a one-week period. Laundries should operate primarily for the benefit of the customer, he declared, not for the owner of the plant. He feels quite strongly that deletion of Saturday route operations is bad for business. He finds, too, that Saturdays are by far the best days for his package plants and drop stations.

In the case of the Q & S Laundry, Mr. Markle stated that his business is split evenly between route and store operations. He admitted, however, that stores as well as routes can deteriorate when the character of an area changes or when a shopping cen-

ter is built just a block or two away.

Mr. Markle pointed out that routes need closer supervision than the stores by revealing that he maintains one supervisor to every four routes, but one supervisor to every eight stores. The lesser degree of contact with or control over the stores is in direct contrast with the dynamic selling that is necessary for route operation. Because of the nature of store vs. route operation, each requires tailormade promotion, selling aids and sales contests.

He emphasized, however, that stores and routes help each other—even in the very same area. The conclusion, therefore, on the question of route versus store operation seems to be that each is necessary.

Of a much more controversial nature was a forecast—based on good authority—of wash-and-wear trends in textile manufacturing and consumer acceptance presented by Charles Simon of Merchandise Research Laboratories, New York City. He said that consumers are cottoning to the idea of ease of care, faster drying, less wrinkling and little or no ironing with resin-treated cotton fabrics. Cold tumbling, he declared, has practically eliminated any shirt ironing touch-ups.

Mr. Simon categorized what's to be expected in this fashion:

Men's dress shirts: The fall of 1958 will see between 50 and 75 percent of total production in wash-and-wear. Eventually, he stated, all medium-price dress and sport shirts will be wash-and-wear. Higher priced shirts will probably not be wash-and-wear because they usually go to the laundry, anyhow.

Boys' shirts: Entire field seems to be heading to wash-and-wear.

Men's slacks: Growing trend to wash-and-wear.

Men's pajamas: Growing strongly to wash-and-wear, including underwear, in medium-price class. All may eventually be in this category.

Knit goods: These items, including T shirts, showing trend to wash-and-wear.

Ladies' daytime dresses, blouses; children's garments: Strong trend toward Sanforization and wash-and-wear.

Low-price cotton dresses: Now 70 percent wash-and-wear and increasing.

Sheets: Expects wash-and-wear to hit market within six months.

Mr. Simon quoted from a survey made by Good Housekeeping Institute that showed only 8.7 percent of the public dissatisfied with the performance of wash-and-wear fabrics. He added that although chlorine-retentive finishes will be around for an-



New Pennsylvania officers are, left to right: Ed Pennypacker, secretary-treasurer; Leo Shapiro, president; H. Gerard Van Balen, vice-president

SALE: MACHINERY and EQUIPMENT

BLUE DIAMOND LAUNDRY COMPANY
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CLEANART, INC.
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- 1—8 Roll Slant Frame

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- 1—American Model 123, 2 Lane
- 1—5 Lane Stacker
- 1—Troy Stacker

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- 3—Prosperity Power Circle 4-Girl Units

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- 8—36 x 30" American & Huebsch
4 coil, open end
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- 1—10 H.P. Ingersoll-Rand
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- 2—x105 KW Westinghouse connected to
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DRY CLEANING EQUIPMENT

- 1—Complete Dry Cleaning Plant, consisting of
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- 3—Tumblers with explosion-proof motors

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- 4—54" x 126", 9 compartments
- 2—54" x 126", 21 compartments
- 1—54" x 126", 12 compartments
- 1—48" x 126", 12 compartments
- 1—54" x 126", 12 compartments, 12 door Mammoth Cascade
- 1—42" x 96", 2 compartments, 2 door Cascade
- 1—42" x 48", 2 compartments, 2 doors
- 1—44" x 48", 2 compartments, 2 doors
- 1—44" x 54", 2 compartments, 2 doors
- 1—44" x 126", 14 compartments
- 2—42" x 42" American Blanket Washers

AND OTHER SIZES

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other three years, improved resin finishes are now available to improve wash-and-wear performance.

Frank Onorati, manager of the Textile Approval Division of AIL's New York office, countered by declaring that there isn't a resin-treated garment today that would not look better after processing in a laundry-drycleaning plant. The AIL's best counter-weapon, he said, is to award its Certified Washable Seal only to those wash-and-wear shirts that can be laundered properly. He felt that nobody seems to know what a true wash-and-wear garment is. The manufacturers, he pointed out, have still not delivered fabrics that can be handled just as well in the home as in the laundry.

Mr. Onorati declared that laundries can expect at least 25 percent of their shirt volumes in wash-and-wear fabrics and that the AIL wants to be sure that these shirts are thoroughly launderable.

Other highlights of the convention included a report on projected wage-and-hour legislation before Congress by Harold K. Howe, manager of AIL's Washington office; a research progress report by Dr. Pauline Beery Mack; a formula for successful package-plant operation by Bill White, director of industry relations for the

National Institute of Drycleaning, and a discussion of work simplification techniques by Bill McBrien of the Holland Laundry in Philadelphia.

Following a lively panel discussion on various problems, including sales activities and maintenance of quality production, Victor Dalgoutte, AIL president, declared that laundryowners must step up to a harder selling pace to offset the stagnant and nonaggressive attitudes found prevalent in the industry through a recent Armour Research Foundation survey. He urged every laundryowner to pledge his financial cooperation in the motivation research study that has been commissioned for the laundry industry.

The new president elected by the Pennsylvania group is Leo Shapiro of Sweet Clean Laundry and Dry Cleaners, Pittsburgh. H. Gerard Van Balen of Van Balen Brothers, Coraopolis, was chosen vice-president, and Edwin Pennypacker of Interboro Laundry, Lansdowne, was reelected secretary-treasurer.

New trustees include Paul Davis, North Laundry, Pittsburgh; Edward Hoffman, Modern Laundry and Dry Cleaning Co., Philadelphia; Alan Keiper, Keiper's, Inc., Stroudsburg, and Howard Parris, Jr., Service Laundry, Philadelphia.—*Jerry Whitman*

color loads eliminates the bleaching process. Along the same lines, operators who offer a drycleaning sideline said that at this time drip-dry garments have not affected volume of suit business to any degree although there has been a slight decrease in the amount of sportswear such as odd slacks and jackets.

On the subject of how to handle complaints, it was noted that delay causes more illwill among customers than any other factor. Too fast or too liberal a claim policy, on the other hand, often makes the plantowner an easy prey for some customers.

Cecil Lanham, director of education and personnel, American Institute of Laundering, spoke about the human elements in management.

A safety program as proposed for Ohio launderers and drycleaners was outlined by Lawrence Rhodes and David W. Witte, Division of Safety and Hygiene, State of Ohio. This was followed by a discussion on workmen's compensation and unemployment compensation presented by J. Robinson McCormick and J. J. Spittler, Frank Gates Service Company.

Jules Frater, R. R. Street & Company Inc., cited examples based on a cross-country sampling of various public relations ideas used by laundries and drycleaning establishments.

A film on plant maintenance entitled "Protecting Your Profits" was shown by William C. Hermerding, American Laundry Machinery Company.

At the banquet on Thursday evening Thomas J. Sheaffer, The Ohio Oil Company, discussed the interdependence of big business with the thousands of small companies scattered around the country.

John L. Slick, Jr., district director, AIL, closed the convention with a brief outline of the public relations program currently being sponsored by the Institute.

New president of the Ohio Laundryowners Association is Carl Forth of Dayton, succeeding Ken Faig, Cincinnati. E. Carroll Thornton, Youngstown, was named vice-president, and Jack Salzer, Cleveland, treasurer. W. A. Leece, Cleveland, is executive secretary.—*Harry Yeates*

Buckeyes Brainstorm Industry Problems

ROUND-TABLE meetings brought forth some interesting conclusions when members of the Ohio Laundryowners Association met for their annual convention at Russells Point, Ohio, June 4-6.

Plantowner Edwin R. Durham, Columbus, moderator for the first two round-table groups, got the ball rolling with a discussion on how service affects laundry volume. Dependability was considered more important than speed. One way to assure it, the plantowners agreed, was to maintain a pickup-and-delivery schedule that enabled route salesmen to call on customers at the same time each week.

As to quality affecting laundry volume, the majority of plantowners agreed that consistency of quality was most important. Special emphasis was placed on the point that quality is easier to attain at the finishing units than by setting up a touch-up department.

Wash-and-wear came under close scrutiny during the second round-table discussion, moderated by plantowner Carl Forth of Dayton. Although it's often difficult to determine the fiber contents of wash-and-wear shirts when they come into the plant, several launderers expressed the viewpoint that washing them along with light-



Left: Round-table groups discussed service, quality, wash-and-wear, etc., during three-day program. Right: New Ohio officers are Carl Forth (left), president; E. Carroll Thornton, vice-president

Just one strip of ^{REG. U. S. PAT. OFF.} **SCOTCH** Cellophane Tape
BRAND

... seals the bag

... holds the ticket

... makes a
handle



Here's the easiest way to package shirts for your carry-out customers. Use transparent "SCOTCH" Cellophane Tape to seal the kraft bags, attach invoices and make convenient carry-out handles. Fast? "SCOTCH" Brand has been proved 3 times faster than string, twice as fast as gummed tape. And you actually save up to 40% or more over other sealing methods because "SCOTCH" Brand sticks at a touch to paper, polyethylene or cardboard.

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Tapes for the Laundry Industry

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Left: Betty Best is not only a symbol but takes on real-life meaning in personal appearances. To spread load in three-state area, four different girls fill bookings. Two newest Betty Bests are Vivian Friedland (left) and Eleanor Herling. Right: Clothesline will be used by Betty Best to illustrate important points. Trays shown are available to member laundries at cost for door openers and self-liquidating premiums

Best Year Seen for Betty Best

Professional laundry promotion begins fourth year; gains increasing recognition in Northeast region

BETTY BEST is about to launch her fourth consecutive year of winning new friends for professional laundry service in the Northeast. This real-life symbol of top quality, spokesman for 46 member plants of the Professional Laundry Foundation covering New Jersey, New York and Pennsylvania, now comprises a total of four girls. Their missions, during personal appearances before various women's groups, will be to stimulate interest in getting laundry out of the home and into a Betty Best-affiliated laundry.

According to Harold Buckelew, president of the Foundation, approximately \$350,000 has been invested in the Betty Best promotional campaign since its inception in 1955. The current budget for the 1958-1959 drive continuation is some \$18,000. The geographical distribution of Betty Best laundries includes 28 plants in New Jersey, 11 in the Long Island area of New York and 7 in Pennsylvania.

Because there are more personal appearance commitments lined up than ever before, two more girls have been added to represent themselves as Betty Best, bringing the contingent to a total of four girls. Budgetwise, this will cause no hardship because the girls

will now be paid on a per diem basis instead of annual guaranteed salary. The two new girls (shown in the photo) include a former New Jersey schoolteacher, now the mother of two children, and a pert, blonde model who was Miss Philadelphia of 1957.

The agency responsible for coordinating the Betty Best program—Feigenbaum and Werman of Philadelphia—is planning to book up to 150 appearances for the current season. Now able to be much more selective because of the spreading fame of Betty Best, the agency is booking groups only if a minimum of 75 women can be guaranteed.

The increased recognition of the Betty Best symbol will also serve as an excuse for a more commercial, "harder sell" pitch by the girls during their appearances. The oral and visual theme will emphasize the major professional laundry attributes of *appearance, elegance, luxury and feel* in order to satisfy the important home-making motivations of most women.

As previously, the audiences before which the various Betty Bests will appear comprise a variety of religious, cultural, home economics and service groups, in addition to university classes and teachers' colleges. A real "plum"

this year is the blanket commitment obtained for the first time from the Federation of Women's Clubs that will act as a central booking office for groups affiliated with this organization. In addition, bookings have been lined up for the first time with female employee groups of a number of large industrial and utility companies in the area.

A typical Betty Best appearance this year will begin with a half-hour fashion show during which the girl will start out wearing a basic, unadorned dress and keep adding various articles of clothing and accessories until she is fully costumed. Each item of attire has been supplied free of charge by its manufacturer in return for a plug as that item is added to the costume.

Following this, Betty Best then launches a 15-minute commercial pitch for professional laundry services. Her prop is a miniature clothesline to which she affixes clothespinned visual aids highlighting the main points of her spiel.

Although the Betty Best personal appearance represents the campaign's window dressing in her personal contact with the public, the agency supports the drive with public relations releases, window and truck posters, bundle inserts, etc. Manuals outlining methods for advertising and promotional tie-in by Betty Best member laundries are distributed to these plants and they have been exhorted to take advantages of advance promotion by closer tie-ins in their communities. A number of plantowners have also volunteered to serve on a speaker's bureau to talk to men's groups like Rotary, Elks, etc., lined up by the agency.

All in all, this looks like the best year for Betty Best. □□

COLLARS

and

CUFFS



LESTOIL

LIQUID DETERGENT

ADELL CHEMICAL COMPANY

HOLYOKE, MASSACHUSETTS

Serving the Laundry Industry for Twenty-three years.

PERSPIRATION SOIL

Perspiration soil on collars and cuffs need not be a problem during hot summer weather. Add LESTOIL to your present formula for results that will amaze you....results **guaranteed** to please.

AVOID COLLAR AND CUFF CALAMITIES

LESTOIL, pioneer in the liquid detergent field, is a proven product for use in the break to insure complete soil removal, to brighten colors and to improve whiteness retention.

LESTOIL works wonders on stubborn perspiration soil. Neck and sleeve edges wash easily and quickly. No customer complaints about collars and cuffs when laundering is done with LESTOIL.

PERFECT LAUNDERING EVERY TIME

With LESTOIL, all traces of deeply imbedded dirt as well as perspiration soil can be effectively removed from:

Sport Shirts	White Uniforms
Dress Shirts	Socks
Skirts & Blouses	Work Clothes
House Dresses	Linens
Shorts & Slacks	Play Clothes
Slip Covers	Undergarments

LESTOIL'S superior penetrating action wets out the entire load instantly, keeps soap and alkali active and prevents lime soap formation. Fabrics wash clean as new.

SATISFACTION ALL AROUND

No need for excess alkali, bleach and long washing formulas. Fabric tensile strength is maintained and longer life assured for your customers' linens and your nets.

LESTOIL will produce immaculate summer laundering. Your customers will be satisfied. So will you.

For Information:

call your nearest supplier or
write for a generous free sample to:

**LESTOIL
GIVES YOU A
BETTER BREAK**

Meeting at Charleston Draws 100

ADVERTISING CAN BEAT the wash-and-wear trend, about 100 West Virginia cleaners and launderers were told at their forty-first annual convention.

Meeting in Charleston June 20 and 21, members of the state's Launderers and Dry Cleaners Association heard William L. Browne, director of public relations for the National Institute of Drycleaning, advise them to put 5 percent of gross income into advertising their services.

Mr. Browne was the final speaker of a program which included talks by John A. Ireland, director of industry relations for Caled Products Company, Inc., and Glenn Lange, member of the publicity and editorial departments of the American Institute of Laundering.

Mr. Browne's subject was "Sales Promotion and Finding Your Customer's Soft Spots." Mr. Lange, who spoke earlier Saturday afternoon, had "Exploring Space—Between the Ears" as his subject. Lead-off speaker Saturday was Mr. Ireland, who spoke on "The Red Head's Special."

Also on the Saturday business session program was G. Y. Klinefelter, Sr., AIL director.

Other events on the two-day program included golf, buffet supper and bingo Friday, and the closing banquet and floor show Saturday night.

At the association's final business session A. E. "Red" Deck, DeLuxe Cleaners, East Rainelle, was chosen to succeed C. W. Barker, NuWay Cleaners, Charleston, as president. Homer P. Hatton, Benzol Cleaners, Huntington, was elected vice-president and Paul Divers of Empire Cleaners, Charleston, was reelected secretary. □□



New president A. E. Deck addresses convention. Listening are Secretary Paul Divers (center) and C. W. Barker, retiring president

For Your Information

Seaway Potential: Laundries serving areas adjacent to the now-building St. Lawrence Seaway between the United States and Canada may well realize terrific expansion concurrent with general industrial development following the full-scale opening of the waterway next spring. The region affected will run from Montreal to the shoreline surrounding Lake Erie. Increased power facilities along the route will also afford cheaper and more constant power supplies.

Wash-Wear Popularity: Seventy-five percent of all women own wash-wear garments of some type, according to a survey made recently for Du Pont by the Opinion Research Corporation. In addition, 89 percent of women with daughters under 19 years of age report that their daughters have wash-wear clothing; 74 percent of women with sons under 19 report their sons have wash-wear garments; 68 percent of married men own at least one wash-wear garment. The survey also states there is at least one wash-wear garment in practically every household.

Silk-Cotton Shirt Warning: The American Institute of Laundering suggests that shoppers take heed before buying silk and cotton sport shirts. Where shirts of this type are made of both fibers—whether blended or interwoven—the cotton content is able to withstand chlorine bleach and high temperatures, while the silk may become damaged or destroyed. High temperatures used in pressing shirts tend to yellow and discolor silk fibers. In addition, silk is highly susceptible to alkalinity as well as perspiration damage. Silk-cotton shirts normally have a shorter wear life than a similar all-cotton sport shirt.

No-Iron Sheets: Probably the first linen manufacturer to hit the market with no-iron sheets and pillowcases is the Pequot Division of Indian Head Mills. The goods are said to remain wrinklefree regardless of the way they are washed or dried. The company says they can be washed by machine, by hand or by a laundry and that they can be dried either by machine or on a washline.

Plant Layout Booklet: In the rush of everyday activities, many laundry-owners think of plant space requirements only when they run out of

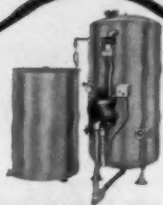
space. A little foresight now may save expensive moves later and 25 cents seems a good investment for a copy of "Profitable Small Plant Layout," No. 21 in the Small Business Administration's Management Series booklets obtainable from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The booklet takes a practical approach on how to improve a poor layout when present space is insufficient, or how to start from scratch and plan an entirely new and expandable operation.

Why and How of Cost Control: The importance of cost control to even the smallest firm as a method of increasing profits is pointed up in Small Marketers Aid No. 34, "Cost Control Pointers." Among the pointers listed are cost-consciousness, monthly study of accounts and records, setting up a record system with the help of a competent accountant, organizing operations and delegating cost-control responsibility, planning by means of budgets, following up on monthly budget comparisons. Sample records are included. The bulletin is available without charge from the Small Business Administration, Washington 25, D. C., or any of its field offices.

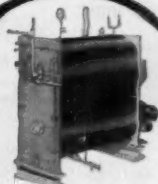
Size of Wash: A study made at the New York State College of Home Economics at Cornell University revealed that: (1) in households in which all members were adults, an average of 5 tubful were washed weekly; (2) where there was a baby or from 3 to 5 children, 9 tubfuls were washed weekly; and (3) the greatest number of tubfuls (10) was reported in households where all children were of the school ages 6 to 12 years. Some 62 percent of the households did the laundry once a week; 28 percent more than once a week; 6 percent biweekly, and 4 percent none. Those with automatic washers also washed more frequently.

Drycleaning Textbook: Written by Albert R. Martin and George P. Fulton of the National Institute of Drycleaning, "Drycleaning—Technology and Theory," aims at providing a comprehensive survey of the science and technology of drycleaning. The 270-page volume, priced at \$6, may be obtained from Textile Book Publishers, Inc., 250 Fifth Ave., New York 1, N. Y.

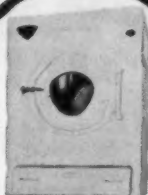
QUALITY



Aldsoft Water Softeners
manufactured for ALD by
Bruner Corp.



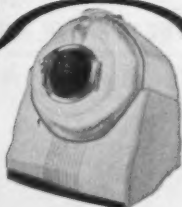
Aldheat Water Heaters
manufactured for ALD by
National Combustion Co.



Dryaid Dryers
manufactured for ALD by
Hoyt Mfg. Corp.



Aldspin Extractors
manufactured for ALD by
Bock Laundry Machine Co.



The Laundromat®
manufactured for ALD by
Westinghouse



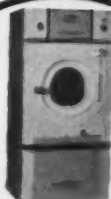
Aldwash Washers
manufactured for ALD by
Cook Machinery Co., Inc.



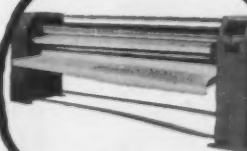
Aldheat Water Systems
manufactured for ALD by
A. O. Smith Corp.



The Shirlomat
manufactured for ALD by
Forse Equipment Co.



Aldiron Dryers
manufactured for ALD by
Huebsch Mfg. Co.



Aldiron Ironers
manufactured for ALD by
Chicago Dryer Co.



Laundromat Signs
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The products shown on this page are manufactured by companies which have earned the finest reputation for building quality equipment. They have been carefully chosen by ALD not only for economy and efficiency of operation, but for their quality of construction and the warranties of their manufacturers. Before you buy, compare the quality of ALD's balanced equipment. Then compare price. You get more . . . much much more! Write, wire or phone today and see how ALD will help you finance the quality equipment you need.



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Long Island City, N. Y. • **Baltimore, Md.**
Bala-Cynwyd, Pa.

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Laundry News Notes



HAMTRANCK, MICH. — A grand opening was held recently at Handy Laundry, 2435 E. Davison.

ADRIAN, MICH.—An addition to the E-Z Way Laundry is under construction at 715 Division St. The new section will be used for a self-service laundry, according to Ray Sack, owner.

CHICAGO, ILL. — American Linen Supply Co. has announced it will exercise an option to purchase the plant and properties of Allied-Albany Paper Co. of New York.

BLOOMINGTON, ILL. — H. Dean Litt, president of Soft Water Laundry and Cleaners, Inc., held a grand opening in the company's new coin-operated establishment, Wash-O-Matic, 415 S. Madison St.

ST. PAUL, MINN.—Model Launderers and Cleaners has opened its seventh unit, at Grand and Syndicate, according to Roger P. Foussard, one of the operators.

MENASHA, WIS.—Twin City Laundry and Dry Cleaners, 41 Main St., has changed its name to Gunderson's Clean-

ers, it was announced by Douglas Gunderson. Mr. Gunderson purchased the firm in 1952 and has added a drycleaning plant.

MADRID, IOWA—Plans have been announced for the establishment of a laundry at 214 S. State St.

POPLAR BLUFF, MO.—Mr. and Mrs. Aubrey Vandover have announced the opening of their new laundry establishment on Poplar St.



GADSDEN, ALA.—Kenneth Wey has purchased Domestic Laundry & Cleaners, 943 Forrest Ave., from Lamar Prater. Mr. Wey was a former laundry operator in Atlanta.

ST. AUGUSTINE, FLA.—Construction has begun on a branch of St. Augustine Soft Water Laundry on Anastasia Boulevard. The new unit will be known as the Washateria, and will offer quick-service laundry and drycleaning service.

DALTON, GA. — G. D. Wright of Crown Laundry & Dye Co. has been elected a director of the Tufted Textile Manufacturers Association.

NASHVILLE, TENN.—American Linen Supply Co. and American Laundry and Cleaners have submitted bids to the

Nashville Veterans Administration Hospital for contract laundry service.

ATLANTA, GA.—A laundry will occupy space in the new shopping center to be constructed in the College Park Estates development.

RUSSELLVILLE, KY.—Plans have been announced for the opening of Allen and Fields Laundry, to be located in a new building in the Bethel Shopping Center, Fourth and Bethel.

BAY PINES, FLA.—Bids for additions and alterations to the laundry building at the Veterans Administration Center have been accepted. The work will include a one-story addition of approximately 5,000 square feet.

HOPEWELL, VA.—Tentative approval was given to a request by the Metropolitan Linen and Rental Service for rezoning two blocks on S. 14th Ave. for expansion of the establishment.



HOQUIAM, WASH. — Econ-O-Wash, 2815 Simpson Ave., has been opened by Hoquiam Steam Laundry, according to Horace Waples, manager.

McMINNVILLE, ORE. — An open house was held recently at Home Laundry, 206 N. Cows St., for the public to inspect its new drycleaning plant. R. H. Windishar is the owner of the firm.

LAUNDRY BUSINESS TRENDS

New York

four weeks ended
June 28—2.2% less than last year

M. R. Weiser & Co., New York

New Jersey

four weeks ended
June 28—2.9% less than last year

M. R. Weiser & Co., New York

New England

June 7— 5.3% less than last year
June 14— 2.3% less than last year
June 21—12.8% less than last year
June 28— 9.3% less than last year

Carruthers & Co., Boston

Southeast

May —0.5% less than last year

J. R. Wilson & Co., Atlanta

A COMPLETE, READY-TO-USE BUILT SOAP
for CLEAN, CLEAN WASHES with LESS EFFORT!

Colgate Formula 40

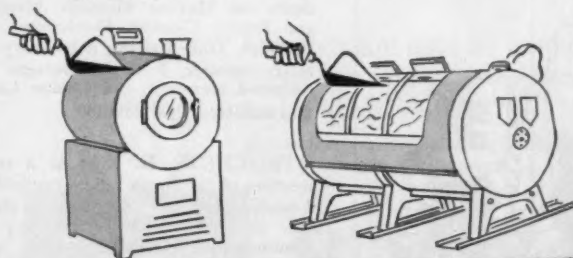
- ★ For better hot-water washing of white work and fast-colored goods!
- ★ Real economy! Gives cleaner finished work with less detergent, less work for washman!
- ★ Better sudsability—quicker rinsing! Improved quality of work builds repeat business!
- ★ Handy to use, saves waste! Use direct to the wheel!

You'll turn out top-quality finished work—win more satisfied customers—with Colgate Formula 40! Specially designed for hot-water washing, this excellent detergent gives outstanding results.

Because it has a high soap content—plus selected alkalis blended for greatest detergency—you actually use less detergent per 100 pounds of goods in the wheel! Try this economical, efficient detergent today!

Ready To Use!
Out of the
Container ...
Into the Washer!

NO MATTER WHAT EQUIPMENT YOU USE, COLGATE FORMULA 40
GIVES YOU BETTER WASHES—AT LOWER COST!



More Technical Service Available!

Our enlarged Technical Service staff will be happy to help you solve your soap and synthetic detergent application problems. Write your nearest Colgate-Palmolive Company Associated Products Dept. Sales Office.

It's
Colgate
Guaranteed!



Available in
 140-lb. bags

and
 225-lb. drums.

COLGATE-PALMOLIVE COMPANY

300 Park Ave., N.Y. 22, N.Y.

Atlanta 5, Ga. • Chicago 11, Ill. • Kansas City 11, Mo. • San Francisco 8, Calif.

VICTORIA, B. C., CAN.—Economy Steam Laundry, now in its forty-sixth year, has added new equipment. Sam Swetnam is president and general manager of the firm.

EPHRATA, WASH.—House Laundry and Dry Cleaning Co., owned by Travis House, has expanded by adding an industrial linen service department, it was reported recently.

PORT ANGELES, WASH.—Guests of honor at a dinner party for Olympic Laundry and Cleaners employees were Mrs. Joseph Lonn, Mrs. Hazel Meyers and Joseph Bruseau. Mrs. Lonn retired after 40 years of service; Mr. Bruseau has been employed at Olympic for 40 years and Mrs. Meyers 35 years. They will both retire shortly.



CLOVERDALE, CALIF.—Mr. and Mrs. Clyde Vroman have taken over management of Cloverdale Laundry. The former operator was Mrs. Rae Nicolas.

FALLBROOK, CALIF.—Jack Geyer, operator of Fallbrook Laundry, plans to open an expanded facility in the same building, which will feature completely automatic coin-operated equipment.

CORTE MADERA, CALIF.—Peerless Laundry & Dry Cleaners has leased space in the new Corte Madera Shopping Center, U. S. Highway 101. The center was scheduled for opening July 17.

VISTA, CALIF.—Charles Newcomb, owner of Oceanside Laundry, has opened a laundromat in a newly constructed building on S. Santa Fe Ave. Mr. Newcomb also owns Wash Well, laundry and drycleaning establishment.

ENCINO, CALIF.—White Oak Laundry, 5761 White Oak Ave., is under the new management of William Kleinman, it was announced recently.

INDEPENDENCE, KANS.—A formal opening was held recently at Holiday Laundry, 1327 N. Penn, by F. P. Mun-singer and B. J. Hart.

SACRAMENTO, CALIF.—Mrs. Anna Beth Cring has announced plans to open a laundry at Jackson and Cherry Sts.

OKLAHOMA CITY, OKLA.—R. F. J. Williams, president of the Oklahoma Operating Co., which operates three laundries, three towel and linen services,

three automatic laundries and two dry-cleaning plants, is carving a career in another field, amusements. He was recently elected mayor of Frontier City, U.S.A., the Southwest's unusual tourist attraction, northeast of Oklahoma City on U. S. Highways 66-77. Mr. Williams, with a dozen different enterprises in the center, is the number one tenant, with enterprises that comprise about one-fourth of Frontier City's concessions and represent an investment of more than \$300,000.

SAN ANTONIO, TEX.—Frank Patton, president of San Antonio Laundry & Cleaners, has leased space in the Terrell Plaza Shopping Center on Austin Highway, for the establishment of a self-service laundry.

LONGVIEW, TEX.—Peerless Laundry and Dry Cleaners, 419 S. Mobberly, has added a night depository.

RED BLUFF, CALIF.—New equipment has been added at Red Bluff Steam Laundry, it was announced by Ron Brouillard, manager.

DEPORT, TEX.—Couch's Laundry has added new coin-operated washers.



OLNEY, PA.—Suburban Laundry and Dry Cleaning Co., Inc., Water and Ella Sts., recently observed its fiftieth anniversary. The firm was founded by C. Wesley Jennings, Sr., and three of his

sons, Walter, Herbert and Fred. In 1920 another son, Stanley, present president and treasurer, joined the firm. Walter and Herbert are now deceased.

PASSAIC, N. J.—A permit for construction of an addition has been given to the Alpart Laundry Service Co., 1003 Main Ave. The value was placed at \$34,380.

POTSDAM, N. Y.—Massena Laundry and Dry Cleaning will establish a branch in the shopping center on Main St.

YONKERS, N. Y.—Cleanart Inc., 11 St. Casimir Ave., has been sold to Happiness Laundry, Mamaroneck; Cities Service Laundry, Yonkers, and Royal Laundry, Mount Vernon. Happiness and Cities Service are owned by Leo Heithaus. Royal is headed by Thomas J. Rubeo. Max Fleischer, former head of Cleanart, will continue with the merged companies.

MARBLEHEAD, MASS.—A do-it-yourself laundering service has been added at Marblehead Laundry, Inc., 7 Lincoln Ave.

YONKERS, N. Y.—A \$25,000 remodeling program has been carried out at Yonkers Perfect Laundry, 300 Nepperham Ave., according to Paul D. Bodin, head of the firm.

WOONSOCKET, R. I.—Central Coat, Apron & Linen Service, Inc., of Providence has been awarded both city and school contracts for linen supplies for the new fiscal year that started July 1.

SARATOGA SPRINGS, N. Y.—A new laundry, School Linen Supply, has been constructed at 9 Washington St. The owner is William J. Flanagan.

QUEBEC, QUE., CAN.—Robert Col-lard was reelected president of the Provincial Association of Cleaners and Launderers at the group's third annual convention held recently at the Chateau Frontenac. Honorary president is Alcide Hebert, St. Hyacinthe, and vice-presidents are Maxime Mireault, Montreal, and Romeo Cloutier, Sherbrooke. Yves Brassard, Trois-Rivieres, is honorary secretary-treasurer. J. G. Lamontagne was reelected secretary, and Claude Lavery was reelected legal advisor.

PRINCETON, N. J.—At a recent meeting of the North Jersey Institutional Laundry Managers Association, a plaque was presented to Administrator J. W. Kaufman of Princeton Hospital, as a token of appreciation for the hospital's hospitality and friendship toward all associations. At the same meeting the Allied Sales Representatives of the North Jersey area presented the NJILMA with a rostrum for its meetings in all institutions. James H. Quinn is president of the association.



America's

MOST COMPLETE LINE OF

FLATWORK IRONERS

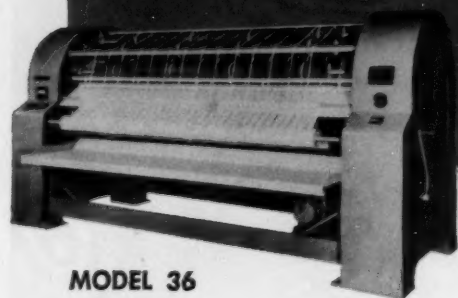
GAS, STEAM or ELECTRIC HEATED

WHETHER YOU NEED TO DO
100 lbs. or 5,000 lbs.

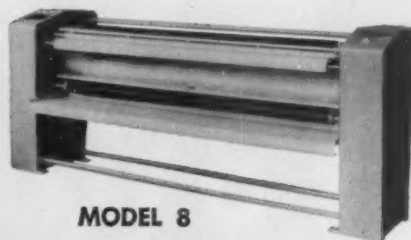
OF FLATWORK A DAY, THERE IS A

CHICAGO FLATWORK IRONER

*for
YOU!*



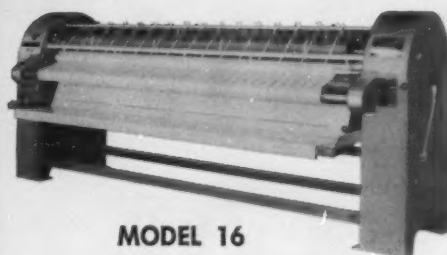
MODEL 36



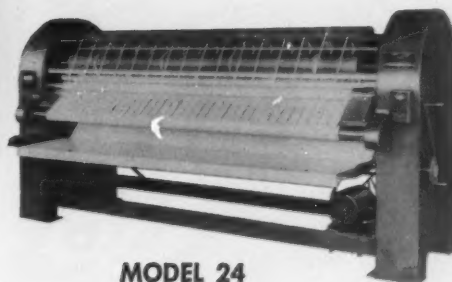
MODEL 8



MODEL 11



MODEL 16



MODEL 24

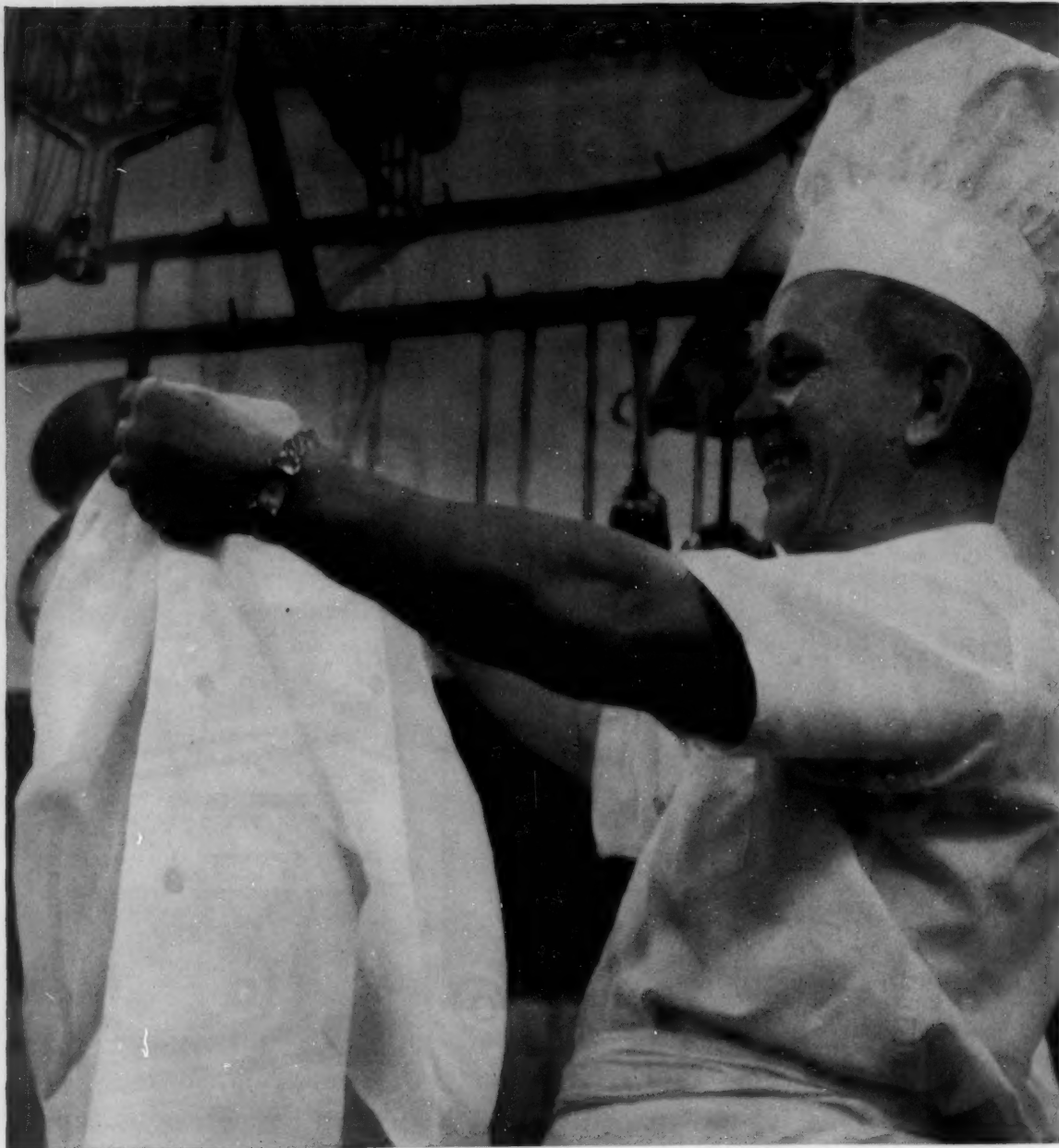
Whether you need an ironer for a new laundry operation or to replace an obsolete machine, it will pay you to get information and a quotation on a Chicago Ironer. It will produce quality flatwork with a reasonable investment and low operating costs.



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**It costs less to get customer satisfaction
when you use Diamond Orthosilicate**

Costs less because it *takes* less.

Smaller amounts of soap with Diamond Orthosilicate will give you the higher pH and suds you need to turn heavy-soil jobs really white. You get maximum economy and efficiency from your soap and other supplies. Diamond Orthosili-

cate is dustless. Dissolves in seconds.

And you'll find that it is especially good in high bicarbonate areas.

Ask your Diamond Representative for a demonstration in your own washroom. DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



**Diamond
Chemicals**



All clerk does is press a button to make a photo-exact record of clothes tickets showing all details.

New system lets you keep your books in 75% less time

Would you like to save time making out the record of clothes tickets . . . have it done in minutes instead of hours? It's easy the Recordak way! Just run up ticket charges on an adding machine . . . photograph tape and tickets in a Recordak Microfilmer . . . and post total in ledger!

Results; you have a complete error-proof record that takes 75% less time to make . . . that's easy to check in a Recordak Film Reader should the need arise! This new Recordak System also helps you give your customers better service—clothes are never held up waiting for tickets to be transcribed.

RECORDAK

(Subsidiary of Eastman Kodak Company)

**originator of modern microfilming—
now in its 31st year**

"Recordak" is a trademark

Price quoted subject to change without notice

The cost? Surprisingly low—a Recordak Junior Microfilmer (with built-in film reader) sells for as little as \$550; also available on a low-cost rental plan. Film costs are low, too. You can actually record over a thousand tickets on less than a dollar's worth. Learn more about this valuable time saver by mailing coupon today.

..... **MAIL COUPON TODAY**

RECORDAK CORPORATION FFB

415 Madison Avenue, New York 17, New York

Gentlemen: Please send details on laundry and dry cleaner savings with Recordak Microfilming.

Name _____ Title _____

Company _____

Street _____

City _____ State _____

.....

Plan for Plant Lighting

By JOSEPH C. McCABE

LIGHTING THE WORK surface in a laundry seems like a simple job. Yet the space requirements of equipment—ironers, for example, as against washwheels—make it impossible to settle the lighting problem by just spotting lights every so many feet apart.

The whole idea of lighting is to assure employees of basic visual comfort. But equally important is the practical advantage of cutting back on rejects and customer complaints from faulty work.

Visual comfort very definitely affects employee efficiency. Continuous eyestrain produces fatigue and nervousness, and increases accidents as well as careless work habits. For comfort, the experts tell us to minimize glare and brightness contrast.

Glare is any brightness in field of vision strong enough to cause discomfort. The trouble is that people are not always aware of glare, but unconsciously strain their eyes until they are damaged. The automobile manufacturers tried to lick this with glare-

proof windshields. The costs were usually so high the average motorist preferred to take the risk. Glare has two causes: high-brightness area (unshielded lamp), or bright reflected light, such as that from sheets and white work.

In our opinion, glare is a major problem in laundry lighting. The answer, of course, is to install certain lighting controls. These controls mean the employment of special equipment such as fixtures. These control fixtures are known as luminaires. They may be classified as direct, indirect or general diffusing. They control light by reflection, diffusion. They also protect the lamp, support it, and house auxiliaries such as ballast and starter.

Direct lighting fixtures, which channel downward 90 to 100 percent of light produced, are further classified as concentrating, medium- or wide-spread. The wide- and medium-spread luminaires are often used in low-bay areas to give a better over-all diffusion.

Although direct lighting is more ef-

ficient from a straight illumination standpoint, care must be taken in laying out a system to avoid excessive brightness, contrast, harsh shadows or glare. To reduce contrast, provision is generally made for some upward component of light which ceilings can reflect. Such semidirect luminaires force 60 to 90 percent of light developed in a downward direction, the remainder upward.

This fixture design trend fits in with the wider use of light colors for ceilings and walls. The result of such a combination is a pleasing, diffused lighting effect. Where fine assembly is being done, or in areas requiring comparable lighting, glass-covered luminaires should be considered for diffusion.

Circular luminaires are generally used for industrial lighting where either incandescent or mercury is the light source. A typical unit is made of aluminum or steel with a high-reflectance surface finish.

Deep-bowl designs are applied in high-bay areas while the shallower types handle general lighting closer to the working area. Although shallower reflectors spread out light further, diffusing is often required. In such cases a diffusing shield or globe is placed over the reflector in the path of the light rays.




Reflector ventilation serves two important purposes. It reduces heat and helps keep reflectors clean. For these reasons, manufacturers have adopted some venting scheme in most designs. In a vented fixture, convecting air currents flow through the luminaire and the chimney effect carries through dirt particles that would otherwise settle on the reflector. Hence less cleaning is required. Vented fixtures are especially well suited for dusty areas, where it's tough to keep any reflector clean. Makers spot vent holes in areas where the hot circulating air is not carried directly over the socket, otherwise socket deterioration would be increased.

In any industrial fixture, the shielding or cutoff angle is important for comfort. It's defined as the angle from the vertical at which the luminaire intercepts light. Naturally, effectiveness of any shielding angle varies with mounting height.

Types of lighting

Incandescent and fluorescent are the most common types of lighting. Mercury vapor is not described because it serves best in high-bay work such as you find in steel mills and similar large industrial plants.

Coefficients of Utilization for General Types of Luminaires

TYPICAL LUMINAIRE DISTRIBUTION	ROOM INDEX	REFLECTION FACTORS															
		Ceiling															
		80%				70%				50%				30%			
		Walls															
		50%	30%	10%	50%	30%	10%	50%	30%	10%	50%	30%	10%	50%	30%	10%	
DIFFUSING 	J	.26	.21	.18	.25	.21	.17	.23	.19	.16	.20	.17	.15	.25	.22	.19	
	I	.32	.27	.23	.31	.26	.22	.28	.24	.21	.25	.22	.19	.32	.27	.23	
	H	.38	.33	.29	.36	.32	.28	.33	.29	.26	.29	.26	.23	.38	.33	.29	
	G	.43	.38	.34	.41	.36	.33	.37	.33	.30	.33	.30	.27	.43	.38	.34	
	F	.47	.42	.38	.45	.40	.36	.40	.36	.33	.35	.32	.30	.47	.42	.38	
	E	.53	.48	.44	.50	.46	.42	.44	.41	.38	.39	.36	.34	.53	.48	.44	
	D	.56	.52	.48	.53	.49	.46	.47	.44	.41	.41	.39	.37	.56	.52	.48	
	C	.59	.55	.51	.55	.52	.49	.49	.46	.44	.43	.41	.39	.59	.55	.51	
	A	.64	.61	.59	.64	.61	.59	.64	.61	.59	.64	.61	.59	.64	.61	.59	
SEMI-DIRECT 	J	.34	.28	.24	.33	.28	.24	.31	.26	.24	.30	.25	.22	.42	.36	.32	
	I	.42	.36	.32	.40	.35	.31	.38	.33	.30	.36	.32	.29	.48	.42	.38	
	H	.48	.42	.38	.47	.41	.37	.44	.39	.36	.41	.37	.34	.54	.48	.44	
	G	.54	.48	.44	.52	.47	.43	.49	.45	.41	.46	.42	.39	.60	.54	.50	
	F	.58	.53	.48	.56	.51	.47	.53	.49	.45	.49	.46	.43	.64	.59	.55	
	E	.64	.59	.55	.62	.57	.54	.58	.54	.51	.54	.51	.48	.70	.66	.62	
	D	.67	.63	.59	.65	.61	.58	.60	.57	.54	.56	.54	.52	.73	.70	.67	
	C	.70	.66	.62	.68	.64	.61	.63	.60	.57	.58	.56	.54	.76	.72	.69	
	A	.73	.70	.67	.70	.67	.65	.66	.63	.61	.61	.59	.57	.78	.75	.72	
DIRECT 	J	.34	.28	.24	.34	.28	.23	.33	.27	.24	.32	.27	.23	.43	.36	.31	
	I	.43	.36	.31	.42	.36	.31	.41	.35	.31	.40	.35	.31	.49	.42	.38	
	H	.49	.42	.38	.48	.42	.38	.47	.42	.37	.46	.41	.37	.55	.49	.44	
	G	.55	.49	.44	.55	.48	.44	.53	.48	.44	.52	.47	.44	.60	.54	.49	
	F	.60	.54	.49	.59	.53	.49	.57	.52	.48	.56	.52	.48	.65	.60	.56	
	E	.65	.60	.56	.64	.60	.55	.63	.59	.55	.61	.58	.55	.70	.65	.60	
	D	.69	.64	.60	.68	.64	.60	.66	.63	.59	.65	.62	.59	.74	.70	.66	
	C	.72	.67	.64	.71	.67	.63	.69	.66	.63	.67	.65	.62	.77	.72	.69	
	A	.76	.72	.69	.75	.71	.69	.73	.70	.68	.71	.69	.67	.80	.76	.72	
		.78	.75	.72	.77	.74	.72	.75	.73	.71	.74	.72	.70				

NOTES: A floor reflection factor of 10% is assumed for values in table. Numbers accompanying sketches at left indicate percent of lamp lumens directed upward and downward. Sum of percentages equals luminaire light efficiency.

Continued on page 58



P-K **Pre-Krete[®]-lined**

storage water heaters

*give you added years
of rust-free service*

Why buy a plain steel storage water heater when you can have a P-K Pre-Krete-lined Heater with twice the life at only slightly higher first cost?

P-K, and P-K alone, gives you thermal design with a 75-year record of heat transfer experience, *plus* the corrosion protection of a non-staining, non-toxic, inert, special formula Pre-Krete lining that doubles the life of the heater—an exclusive P-K advantage.

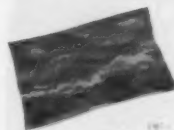
Pre-Krete is a pre-blended, low soluble, hydraulic cement with special additives. It is unaffected by extreme temperature changes and will not shrink, flake, or crack. If lining repairs are ever needed, one man can make them easily with minimum downtime.

For complete details, write for Catalog 19 on P-K Storage Water Heaters. For information on lining your existing plain steel vessels with Pre-Krete, ask for Bulletin 1012. The Patterson-Kelley Co., Inc., 2708 Wilson St., East Stroudsburg, Penna.

IN

Patterson  **Kelley**

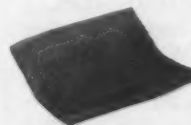
Storage Water Heaters • Instantaneous Heaters
Converters • Freon Chillers and Condensers



Plain steel plate will corrode even under normal water conditions.



Ordinary cement linings tend to flake, crack and shrink, resulting in high maintenance costs.



Pre-Krete-lined plate is still in perfect condition after exhaustive testing.



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with confidence

Continued on page 56

Incandescent lighting: The incandescent lamp is the oldest and is very widely used. Compared with fluorescent and mercury vapor it is simple to install and maintain, costs less initially, starts instantaneously and is free from stroboscopic effect. (This we'll explain under fluorescent lights.) Major disadvantages are lower efficiency and shorter life.

Vibration materially shortens incandescent lamp life; hence care in mounting pays off, especially in areas where replacement cost is high. Unlike fluorescent, frequency of starts and stops has no appreciable effect on the life of incandescents. Incandescent light has good color quality, with some tendency toward yellow.

General lighting lamps range in size to 1500 watts. In most applications they are used in conjunction with a luminaire for increased reflection and protection of lamps. The regular bulb will crack readily when struck or subjected to a cold blast of air or water. Use hard glass lamps (more expensive) for this service. Reflector lamps (R, PAR) are used where (1) it's tough to keep reflectors clean; (2) carefully directed light is a must.

Inrush electric current must be considered where large blocks of incandescents are switched on at one time. Since filament resistance is less when cold than hot, inrush amperes may trip circuit breakers set for operating current value.

Voltage, other than the rated, markedly affects performance. Low voltage prolongs life but reduces light output. And since lamp cost is generally small compared to power charge, operating at undervoltage is false economy. On the other hand, overvoltage can pay off sometimes—where greater efficiency overbalances shorter lamp life. Example: night lighting at a ball park.

Operating voltage in the 120-volt range has been found most economical. High-cost distribution makes voltages less than 120 impractical.

Group replacement—replacing all lamps at set periods rather than on burnout—is proving a moneysaver where a vast plant area is concerned.

Fluorescent lighting: Today's popular fluorescent lamp is basically a tubular bulb with an electrode sealed in each end. Actual current flow takes place through mercury vapor. By contrast, in the incandescent lamp electricity flows from one lead wire to another through solid tungsten wire. It's this



FIG. 1. Luminaires: key to light control is proper selection and application of basic fixtures (above). Left: direct; center: semi-direct; right: diffusing

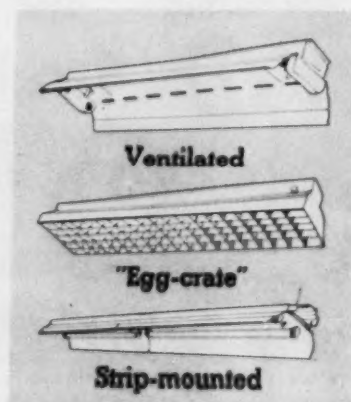
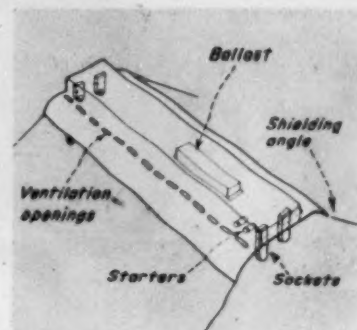


FIG. 2. Fluorescent luminaire contains ballast, starters, possibly also light diffuser

current flow through the filament that results in incandescence.

In the fluorescent lamp the two electrodes are separated with no apparent connection between them. When sufficient voltage is impressed on these electrodes, electrons are driven from one electrode and attracted to the other. Keep in mind that the fluorescent lamp without its powder coating is essentially a glass tube containing a drop of mercury and some argon or krypton gas to ease starting.

Light-producing coatings are called phosphors. Their composition is quite important in determining light quality and lamp performance. Early fluorescent lamps utilized phosphors which were markedly deficient in their ability to produce some colors that go into the composition of white light, especially yellows and reds. Today's lamps offer a wide selection of phosphors to produce different color concentrations.

One fluorescent lamp widely used in



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industrial plants is the standard cool-white, which approximates daylight in color. Others prefer warm-whites, which resemble the incandescent lamp in color makeup and introduce fewer color-change problems for color-sensitive persons. If certain areas in your plant require careful color matching, be extra fussy about lamp selection.

Auxiliary equipment for fluorescent lamps, such as ballasts and starters, boost the initial cost of tube lamps above that for incandescent. But the efficiency of fluorescents, measured in terms of lumen output, is better than double that of incandescents. Since fluorescents come in smaller wattage ratings than incandescent and mercury lamps, a greater number of the former are generally required for an installation in a plant.

Lamp life for fluorescents is a direct function of frequency of starts. Rated life is based on 3 burning hours per start, life increases about 25 percent; for 12 burning hours per start, 60 percent. So where cost of lamp replacement is high, it may be cheaper to leave lights burning between shifts in a plant.

Voltage must be kept within reasonable limits for top operation—about 7 percent above or below the best-performance voltage. Undervoltage and overvoltage reduce efficiency, shorten lamp life. Excessive currents from operating at too high voltage lead to end-blackening of tubes. Undervoltage causes on-and-off flashing.

Stroboscopic effect is another angle you should look into. Briefly, strobe effect is an apparent double image of moving objects. You have seen it a hundred times and you can produce it by just waving your hand in front of a fluorescent light. The effect stems from the alternating current flashing off 120 times per second in a 60 c.p.s. circuit. You can avoid it by a special hookup or use of lag-lead ballasts.

Current control is the major job of the fluorescent-lamp ballast. Resistance of the fluorescent lamp, like all gaseous discharge lamps, decreases rapidly as the lamp heats. So current would become excessive if not limited. Ballast contains a choke coil to hold current in check and provide inductive-voltage kick for starting. Lag-lead ballasts for multilamp circuits sidestep strobe effect by displacing lamp current.

Uncorrected single-lamp ballasts

have power factors from 45 to 60 percent; corrected units boast a p.f. in the 90 to 100 percent range. Since some lamps call for a starting voltage higher than the line value, an autotransformer is sometimes built into the ballast to produce the voltage value needed.

Lighting maintenance

Holding correct voltage supply to lamps is a simple and effective method of keeping light output up and maintenance costs down. Here's why:

Fluorescent lamp ballasts are designed for 118, 208, 236 or 277 volts. Any lamp data you dig out of manufacturers' catalogs are based on the premise that design voltage will be applied to the lamp. Many lamp makers suggest holding lamp voltage within definite set ranges. But voltage trouble often crops up after the installation is made.

Common cause for undervoltage is wiring that's too small for the load. This condition generally comes about because of load added beyond the design limits.

Where you run into a voltage problem your best bet might be rearranging circuits to balance the load. Clean-

5

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8-224

ing and area painting pay big dividends. A lighting system periodically and properly cleaned gives more light at lower cost and looks better.

Area painting and cleaning go hand in hand with fixture cleaning. Three principal causes for light loss are: (1) dirt on lamps and fixtures; (2) dirt on room surfaces; (3) normal lumen depreciation of the light source. The greatest light loss can generally be traced to dirt on lamps and fixtures. It's not uncommon in a plant to find light output trimmed 30 percent simply because of dirt.

Time and labor needed for cleaning lighting systems have increased markedly in recent years because of the growing use of fluorescents. Remember, for the same lighting level, fluorescents require more area per fixture, as well as more fixtures to clean, than filament or mercury systems.

Maintenance equipment used in fixture cleaning should be chosen with an eye to safety and saving time. Typical items to make the job easier and faster are ladders, scaffolding, lamp changers.

Most basic instrument for any plant light maintenance program is the simple hand light meter, such as the average camera enthusiast could describe to you. Your plant lighting scheme was designed for a given foot-candle output. Any practical economical method used for holding this value comes within the scope of lighting maintenance. The light meter tells you at a glance whether your present program is really effective. Lighting measurements involving the light meter are generally made on a horizontal plane at the height of desks, benches and other work areas where surfaces are flat. □□

C & S's Box Storage Plan

Having work ready when wanted
considered best reason for success

BOX STORAGE is now in its third year at C & S Laundry, Knoxville, Tennessee. The plant received 1,700 boxes last year, or about one-third more than the year the service was first inaugurated. And volume this year promises to go even higher.

The customer pays \$4.95 per box (which covers insurance and other expense) plus the usual cleaning charges. In C & S's case, the average box contains about \$16 worth of dry-cleaning.

Box storage promotion is begun as soon as there's a break in the weather. Usually it's some time in March although the long winter this year held things up until April. The promotion generally runs about six weeks.

Route salesmen are encouraged to go after this business and are paid 50 cents for each box brought in. The salesman showing the greatest gain over the previous year also wins a suit of clothes of his choice.

The call-office personnel also have the same opportunity. Just about half of C & S's customers prefer to bring the box in themselves.

All incoming orders are fumigated and put in cold storage. When the flow of usual work starts to taper off, the storage work is processed in small (10- to 15-bundle) lots. Normally, everything is drycleaned and finished by the first of July. The work is then assembled and hung in the storage vault to await pickup in the fall.

Management believes that having the work ready when the customer calls for it is the greatest single reason for the success of its box storage plan. No one likes to wait. During a cold snap last fall, customers took \$9,600 worth of box storage out of the plant in one week.

Upon receipt of the box, C & S issues a temporary contract without attempting to itemize everything in the box. When the work is taken out of storage for processing, the marker naturally itemizes every piece anyway. So a carbon copy of the invoice is taken and stapled to a permanent contract. The company has experienced no difficulty so far as claims are concerned.

All work is done on a cash basis, with a 10 percent discount to cash-and-carry patrons.

C & S attempted to promote box storage of summer garments, but it never got very far. The promotion brought in only 100 boxes. □□

WHENEVER
YOU WRITE
USE THE

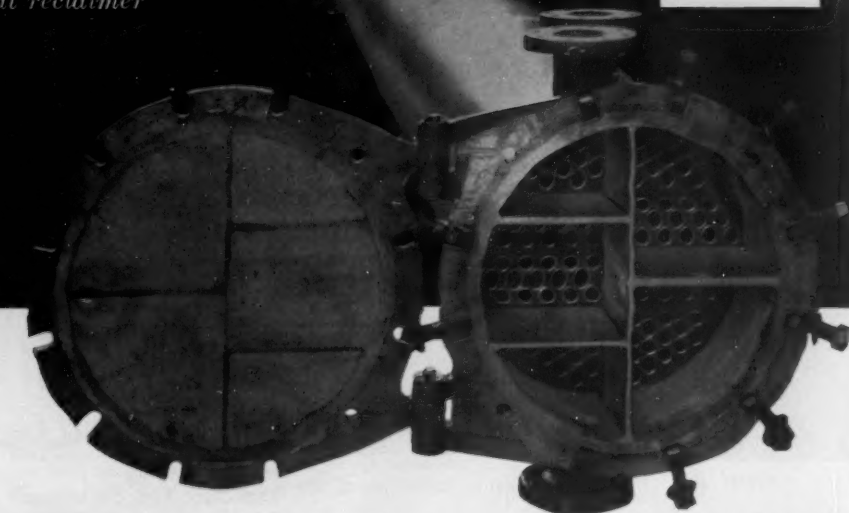
ZONE NUMBER

it's the key
to prompt
and efficient
mail service

GET ALL THE FACTS

before you buy any waste water
heat reclaimer

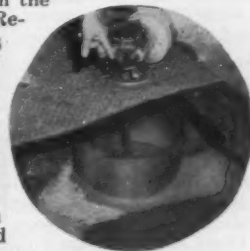
P-K Closed Type
Waste Heat Reclaim-
er is of multiple
pass, single unit
construction. Quick-
opening doors make
inspection simple —
downtime negligible.



Compare, point by point, P-K Heat Reclaimers with any competitive offering.

1. The initial cost is less for the capacity specified — P-K's multiple pass, single unit construction eliminates need for additional pumps on fresh water side, does away with extra connections required for stacked stages. 2. Oversized heating surface for designed capacity gives liberal fouling factor — provides expanded capacity for future needs. 3. P-K single unit construction saves valuable floor space. Place the reclaimer on the ceiling, or wall, or outside the building, as desired. 4. Lint, grease or curds found in all waste water are trapped by the P-K Roto-Screen* in the sump tank — the logical place to remove fouling agents *before* they reach the reclaimer. 5. Yet, in the event of sump flooding, P-K Reclaimers are fitted at both ends with quick-opening doors that provide easy access to the tubes for inspection and cleaning. 6. In addition, an automatic backwash, self-cleaning device—so essential to multi-unit reclaimers—may be applied to P-K Reclaimers, if desired. With P-K construction, however, the additional cost is not warranted. Above all, with the installation of either a P-K Closed or Pit-Type Reclaimer, you are protected by the responsibility of the largest and oldest manufacturer in the field, a responsibility covering the manufacturing and assembling of the complete unit in our own plant. If you are considering a waste heat recovery operation, use the coupon today. Complete field engineering service is available without obligation.

*Patented



ROTO-SCREEN* provides lint-free hot waste to heat reclaimer. Accumulated lint and scum is easily removed from sump.

20

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Laundry and Textile Division

P-K Steam Mixers • P-K Boiler Return Systems • P-K Heat Exchangers •
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NEWS

From the

ALLIED TRADES

Southern Mills Promotes Seay



ROBERT SEAY

Robert Seay has been placed in charge of the newly organized Miami office of Southern Mills, Inc., according to an announcement by Wiley P. McGinty, sales manager.

The new Miami office, at 905 Chamber of Commerce Building, is in addition to the existing offices in Chicago, Dallas, Los Angeles, and in Atlanta where manufacturing operations are based.

Jack Jones remains Southeastern representative, and from Atlanta will cover his regular territory with the exception of Florida.

Mr. Seay is a veteran sales and service representative of the Atlantic and New York offices of Southern Mills, Inc. From Miami, he will service the entire state of Florida.

Pennsalt Unit in Canada

The dedication of a chemical specialties plant in Oakville, Ont., Canada, by Pennsalt Chemicals of Canada Ltd. on June 24 was the second official opening of a Pennsalt manufacturing and distribution operation outside the United States in less than a month. The other plant is located at Santa Clara, a suburb of Mexico City.

William P. Drake, president of Pennsalt, addressed dedication ceremonies for both plants.

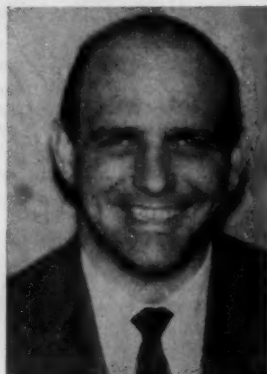
Other Pennsalt executives who attended the Oakville

plant ceremonies were Albert H. Clem, general manager of the Chemical Specialties Division; W. Cooper Willits, treasurer of the parent company, and William B. Billingsley, vice-president and resident manager of Pennsalt Chemicals of Canada Ltd.

Gibraltar Enlarges Plant

Gibraltar Fabrics Inc., Brooklyn, N. Y., is adding 12,000 square feet to its existing plant. The addition is to enlarge the dyeing and finishing plant and to expand the knitting mill for the manufacture of laundry textiles. It is scheduled to be in operation by September of this year.

Pantex Adds Jessen



GEORGE JESSEN, JR.

George Jessen, Jr., has joined the enlarged sales staff of Pantex Manufacturing Corporation, Pawtucket, R. I., in the newly created post of field technician, according to an announcement by Marvin Green, vice-president in charge of sales.

Mr. Jessen's principal responsibilities will include aid in training new operators by conducting demonstrations. He will also provide plant layout and installation data, together with workflow surveys and other in-plant production and sales assistance. Mr. Jessen has a national assignment to assist Pantex customers and sales with all technical aspects of the full

line of Pantex drycleaning, laundry and finishing equipment.

Mr. Jessen is a 20-year veteran in laundry and drycleaning equipment sales, installation and service work, having been associated with two other nationally known equipment firms.

Mazzolla Sales Organized



DAN D. MAZZOLLA

Mazzolla Spiroll Sales Corporation has been organized with headquarters at 2464 Raleigh Drive, York, Pa., to handle the sales of products manufactured by D. F. S. Laundry Equipment Corporation of York.

Dan D. Mazzolla, a veteran of 30 years in laundry management operation and engineering, has been elected president of the company. Other officers are Arnold Justin, Washington, D. C., vice-president, and C. Hercus Just of York, secretary-treasurer.

Trained as a chemist, Mr. Mazzolla set up drycleaning and laundry plants for the Army Quartermaster Corps in the European theater during the war.

In 1946 he was assigned to the operation of the Army plant at Fort Dix, N. J. In 1948 he became manager of Atlas Laundry Co., Atlantic City, N. J., and later purchased that company. In 1950 he operated the Valley Forge Army Hospital laundry for the Army Quartermaster Corps. In 1955 he left to become manager of the York Hospital laundry.

Mr. Mazzolla developed the new Spiroll direct-feed spreader which D. F. S. is distributing, together with other laundry products.

Ald Moves Home Office

Ald, Inc. has completed construction of a new building at 7045 North Western Ave., Chicago 45, Ill., as its new home office. It will house Ald's general management staff, as well as offices of the general sales manager, comptroller, finance manager and general service manager.

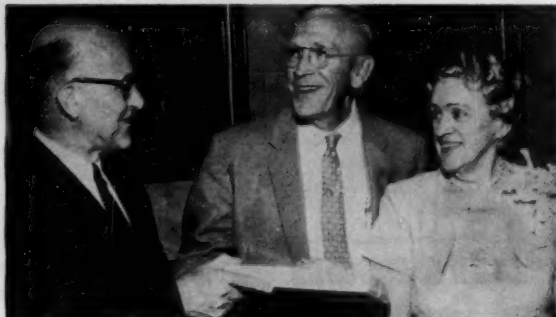
District sales, service and parts headquarters for Chicago and the Middle West remain at 3549 N. Clark St., Chicago 13.

New York Presses Approved

The New York Pressing Machinery Corporation has received approval from the Industrial Safety Board, San Francisco, Calif., for its Ultramatic drycleaning presses for sale and use in the state of California.

To increase sales and accommodate users, a warehouse has been established at 3000 S. Main St., Los Angeles, where the Ultramatic air presses and the Featherlight model foot presses will be available.

National Marking Machine Honors Todd



The National Marking Machine Co., Cincinnati, Ohio, gave a dinner party recently in honor of Thomas T. Todd who is retiring from the company after 29 years as sales representative in the Southeastern states.

Mr. and Mrs. Todd are pic-

tured with E. H. Earnshaw, president of the company, presenting Mr. Todd with a silver tray inscribed with the dates of his employment and signed by the company's officers. Mr. Todd was also presented with a check representing his par-



HERE'S A REMARKABLE OPPORTUNITY *to invest in another profitable business!*

Open a Philco-Bendix Self-Service Laundry Store

All over the country, experienced laundry men are going into the self-service, coin-operated laundry business. These enterprising men know the exciting future of this new-type store and the excellent returns they deliver on a relatively small capital investment.

Here are some of the facts: The coin-operated laundry is one of the fastest-growing businesses in the country. Customers simply come into the store, wash and dry their clothes in metered machines and leave. They bring their own washing supplies or buy them from vending machines in the store.

Why are they so successful? Coin-operated laundry stores offer customers up to a 65% saving over attended-type wash and dry service. They are convenient for busy people because they remain open 24 hours a day, seven days a week. They give customers a chance to do their own washing — their own way.

Minimum Supervision required: A coin-operated laundry needs no attendant. Only a couple of hours a week are required to empty the coin boxes and supervise efficient operation. There are no credit problems — strictly a cash business. Machine repair and daily maintenance are contracted to local people. You can spend full time with your regular business or practice and let the coin store run itself.

Small initial investment: The over-all cost of opening one of these stores, equipped with Philco-Bendix Commercial washers, is surprisingly low. Return is so rapid that many investors amortize the total cost within a year. Local distributors can provide financial data from other stores in the area.

Act now! Why not investigate this exciting new business opportunity today! Send the coupon below for full information. Complete data on business locations in your area and valuable help in all phases of planning, financing and promoting a coin-operated laundry store are available through local distributors.

COMMERCIAL LAUNDRY SALES



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PHILCO CORPORATION
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Please send me information on Philco-Bendix Commercial Washers... also the name of my local distributor.

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Address _____

City _____ Zone _____ State _____

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**EXTRA
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Extra Economy with



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WITH
**PHENOLIC
(DARNELLOPHEN)
WHEELS**

offer
every one
of these
important
advantages

- No rusting or corroding
- Non-marking
- Quieter rolling
- Will stand temperatures up to 200° F.
- High impact strength
- Resist oils, greases and most chemicals
- Wheels have beveled edges—protect floors better.



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participation in the National Marking Machine Co. Employees' Trust Fund.

Cleaver-Brooks Appointment



JOHN NASH

John Nash has been appointed sales manager of the Progress and Monitor Boiler Division of Cleaver-Brooks, Milwaukee, Wis. He succeeds Robert E. Sullivan, who will head the Cleaver-Brooks sales agency in the Cleveland territory.

Mr. Nash will be responsible for sales and marketing of Progress and Monitor boilers through Cleaver-Brooks sales agencies and qualified selected wholesalers. Mr. Nash was formerly sales manager of Petroleum Heat and Power Company, Chicago, where he was responsible for the sale of industrial and domestic heating equipment and fuel oil throughout the Chicago area.

Kishbaugh, Harold F. Lewis, N. L. Marden, Henry Maxant, B. A. Porter, Harold E. Roeder, Walter J. Wahlen and E. W. Wilson.

Plantowners and their key employees in commercial laundry, drycleaning, linen supply, institutional laundry, rug cleaning, diaper laundering, rag cleaning and governmental laundering and drycleaning establishments located in New England are cordially invited.

Cade Corporation Expands

Samuel M. Bloom, president of Cade Paper and Bag Corp., 58 Sedgewick St., Brooklyn, N. Y., has just announced the acquisition of the building in which its plant is presently located, as well as the adjoining property. A growing demand for the company's products has necessitated enlarging the company's facilities for the second time in the five years since it started.

The company is announcing the following new packaging products: the Polyvue Garment Bag, a poly-paper combination delivery bag which has a full poly panel for easy identification; the Shell-Pac, a combination of shell, shell bag and handle, recommended for economical shirt packaging; the Dispensa-Rac, a method of bagging preformed poly garment bags from a roll; and all-poly garment bags on a roll which are preformed, perforated and ready to snap off in all sizes for use with the Dispensa-Rac.

LCATA Educational Clinic

The Laundry and Cleaners Allied Trades Association will sponsor a New England Educational Clinic with Exhibit in Boston on October 24-25, 1958, according to an announcement made by LCATA Acting President Wayne Wilson and Chairman James P. Shannon of LCATA District Committee No. 1. LCATA District No. 1 covers the six New England states.

The purpose of the Educational Clinic with Exhibits is to produce more and better information about the proper use of supplies, appliances and equipment in the eight different branches of the textile maintenance industry. Major pieces of equipment will be shown in actual operation.

The clinic was recommended by District Committee No. 1, which in addition to Chairman Shannon includes Robert L. Bernstein, Ralph B. Craig, W. C. Fitzsimmons, Roger Geritson, Irving Gilston, I. T. Howells, H. R. Hoyt, Clyde D.

Clary Named Representative



TED CLARY

Ted Clary has been named sales representative for the Laundry and Chemical Supply Co. Inc., Kansas City, Mo.

Mr. Clary has owned his own plant for several years and has served as field technician for one of the leading soap manufacturers.

NEW PRODUCTS AND LITERATURE

Continued from page 6

cess to loadspace and ease of general over-all driver operation, says its manufacturer. The body loadspace is 72 inches long, 63 inches wide and 60 inches high.

For further information write to Boyertown Auto Body Works, Boyertown, Pa.

New Small-Laundry Line



J. B. Ford Division of Wyandotte Chemicals Corporation announces new packaging for its eight-product line for the small laundry.

Included are four laundering products: Rotax, a complete built soap product designed for long-lasting suds; Karal, a synthetic with controlled sudsing action; Lo-Shun, an all-purpose synthetic, and Riddax, a detergent developed for all colored work as well as heavy-duty washing of overalls, floor mops and shag rugs. Also featured are Halox, an organic dry bleach; Teko, a solvent; Primary size, and Raylene, the brightener-sour for making souring and blueing one operation.

For an illustrated catalog folder write to J. B. Ford Division, Wyandotte Chemicals Corporation, Wyandotte, Mich., or Los Nietos, Calif.

Packaging Opportunities

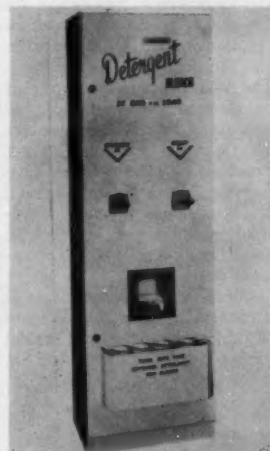
New packaging opportunities created by polyethylene are discussed in a 16-page illustrated booklet published by U. S. Industrial Chemicals Co., Division

of National Distillers and Chemicals Corporation. The corporation is a leading producer of polyethylene resins under the trademark of Petrothene.

The new booklet points out how the unique properties of polyethylene make it an ideal packaging material for a wide variety of consumer and industrial products. It explains and illustrates how polyethylene used either by itself or in combination with other materials can help to stimulate greater sales; provide protection; reduce packaging, handling and selling costs, and promote new design innovations.

For further information or a copy of "Polyethylene Creates New Opportunities in Packaging," write to U. S. Industrial Chemicals Co., 99 Park Ave., New York 16, N. Y.

New Solupak Dispenser



A new coin-operated dispenser for bulk bleach and bulk detergent is now being offered by Solupak Company. Any relatively free-flowing product will work satisfactorily, the company states. The new dispenser has a 200 detergent sale capacity and 150 bleach sale capacity.

The product is dropped onto a hinged tilt tray and discharged into a reusable cup held by the customer. Any size cup may be used, depending on the amount of product dispensed.

The dispenser is made of heavy 18-gauge, reinforced metal with white baked-enamel bonderized finish. It has non-corrosive parts throughout. Dimensions are 20 by 12 by 65 inches and it weighs 105 pounds. Coin chutes are said to

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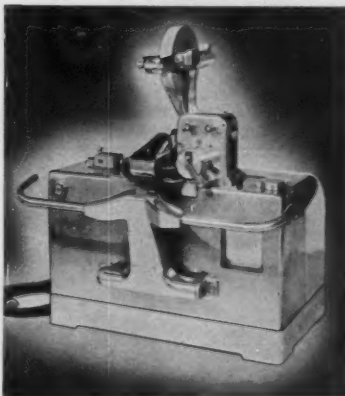
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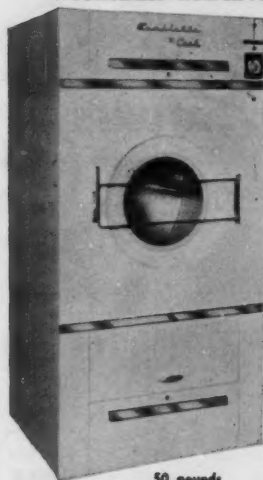
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

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- Baked-on Zinc Chromate Primer Coat, both inside and out.
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THE KEY-TAG CHECKING SYSTEM CO.
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be slugproof and there are two Ace locks for security.

For further information write to Solupak Company, 1620 Plymouth Ave. N., Minneapolis 11, Minn.

Truck Replacement Parts



The introduction of a complete line of truck replacement parts is featured in the new catalog now being distributed by Transit Parts Company.

Each part is fully illustrated and completely catalogued for the several different makes of vehicles on which it meets original equipment specifications. The original manufacturers' part numbers are listed beside the equivalent Transit Part numbers for Diamond T, Eaton, Ford, Fruehauf, General Motors Corporation, International Kingham, Mack, National, Shuler, Standard Forge, Timken, Trailmobile, Twin Coach and White replacement parts.

Copies of this new Transit Parts catalog are available upon request in writing to Transit Parts Company, 35700 Vine St., Willoughby, Ohio.

Dow Packaging Film

A new polystyrene film for use in a wide variety of packaging applications will be manufactured by The Dow Chemical Company beginning January of 1959.

Primary uses for the film, trademarked Trycite, are in window-wall envelopes, cartons and boxes, pouches and bags,

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

including shirt and laundry packages.

Trycite, said to be the first commercially feasible film made of polystyrene, does not absorb moisture, distort or become brittle with age, says its manufacturer. Other advantages claimed for Trycite include its clarity and dimensional stability.

For more information write to The Dow Chemical Company, Midland, Mich.

Water Heater Folder

A colorful four-page folder on the Sellers controlled-draft gas-fired water heater is now being offered by the Sellers Engineering Company. The new water heater features complete control of all the combustion air with no dependence on draft, giving perfect combustion and amazingly quiet operation, says its manufacturer.

The heater is completely automatic with all needed controls and combustion safeguards. It is available in a variety of sizes with storage capacities of 100 to 565 gallons and hourly recovery capacities of 96 to 864 gallons with 100-degree rise.

For Bulletin No. 5210-A on the Sellers controlled-draft gas-fired water heater, write to the Sellers Engineering Company, 4876 N. Clark St., Chicago 40, Ill.

Large-Volume Chiller



Vic Cleaning Machine Company announces its new 10-ton-capacity chiller to serve the needs of larger volume operators. Like the smaller sizes, it can be had in either air-cooled or water-cooled models and provides positive control of every kind of liquid within 3 degrees.

According to Vic, it has now been proved that it is vitally important to keep the solvent within a definite temperature range in order to assure top quality cleaning without loss, waste, delay and disappointment.

Complete details on the new Vic 10-ton chiller may be had by writing to Vic Cleaning Ma-

You wouldn't have half a roof on your laundry, so why use a Wax Lubricant that does only half a job on your ironers?

SPRA MINIATURE BEADS OF WAX

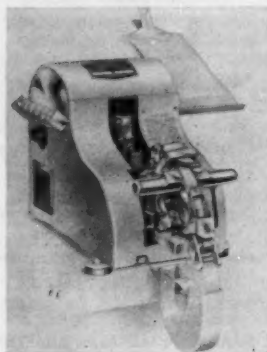
are hydrogenated to do a complete job on your ironers. Order through your supply house.

VICTOR ZOOZ CHEMICAL CO.

1218 North Marshall Street
Philadelphia 22, Pa.

chine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

Garment Tagging Machine



The Fold-O-Lectric, which feeds and folds a tag mechanically and electrically staples it to a garment, has been introduced by Textile Marking Machine Co., Inc., 2204 Erie Blvd. E., Syracuse, N. Y. The stapling is selective, single or double, and a flag tag can be automatically stapled with the identification tag.

Preprinted rolls are made in multicolor lengths for the 100-piece lot system. Each roll has 1,000 tags, 10 lots in an order of color rotation. The rolls are also made in solid color for adaptation to current control systems including day lots and day-of-delivery color coding, and with piece numbers up to 1,000 for numerical-sequence control of lot numbers.

Flexible Storage Racks

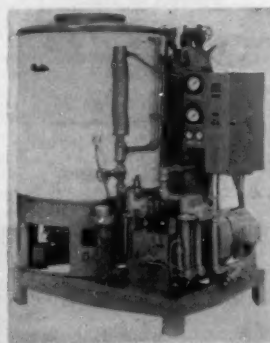
Custom-engineered storage racks can now be constructed to meet practically any need without involved layout, precision drilling of holes, welding or riveting, according to Uni-strut Products Company, 933 W. Washington Blvd., Chicago, Ill.

The technique involves its all-purpose metal framing system which can be erected for any type of storage racks as well as work tables, benches, conveyors and other facilities.

According to George W. Butler, Uni-strut president, with this system any type of rack can be individually designed by the user or the manufacturer, and can be erected on the spot. The system consists of a metal channel with a continuous open slot down the middle of one side, a special springlike clamping nut, and some 1,400 fittings for framing and attachments.

The system is particularly adaptable to the laundry and drycleaning industry, Mr. Butler states. It is changeable, easily disassembled if a rack is no longer needed, and the parts may be used for other applications.

New Steam Generator



Clayton Manufacturing Company, 449 Temple City Blvd., El Monte, Calif., is now offering a new 160 hp. oil-fired steam generator.

The new unit, like all the other Clayton generators, is of the controlled-circulation type of steam generator, using a single-pass, continuous water-tube coil. This spiral and helical design is said to permit free ex-

CHANDLER SEWING MACHINES

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Com-Pat is the original safe powdered bleach. Contains no lime, calcium or chlorites. So easy to use—direct to wheel. Com-Pat is superior for short formula bleaching in shirt laundries. You get complete rapid solubility—and full effective bleaching action. Assures less damage to bleach retentive fabrics. Write for copy of Free brochure.

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FOR SALE AT BARGAIN PRICES

- 8 -31" Prosperity PC tapered garment presses, late model thin heads
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- 1 -42 x 72" Troy 2 pocket 2 door motor driven monel Washer
- 1 -42 x 64" American Champion 2 pocket 2 door monel Washer
- 1 -40" and 48" American open top Extractor
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Chicago Used & New Laundry Equip. Co.

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pansion and contraction. Counter-flow circulation assures maximum heat transfer and 80 percent average thermal efficiency, claims its manufacturer.

Constant or variable load conditions are automatically determined by steam demand. A full head of steam is available from a cold start inside of three minutes.

The new unit measures 74 inches long, 49 inches wide and 85 inches high, and weighs 5,200 pounds. According to the manufacturer, it occupies as little as one-fourth as much space as an ordinary steam boiler.

Obituaries

Martin H. Chapman, 68, president and founder of Chapman Laundry, Hammond, Indiana, died recently. Mr. Chapman was a past president of the Calumet Institute of Laundering and the Roseland Kiwanis Club. He was a former trustee of Hope College, Holland, Michigan. Surviving are his wife, two sons and a daughter.

Ben Dongieux, 8½-year-old son of Mr. and Mrs. Marion Dongieux, died of leukemia in University Hospital in Jackson, Mississippi, on June 28. Mr. Dongieux is president of Dongieux's, laundry and drycleaning machinery firm of Jackson. Ben's disease was discovered last January. He had undergone treatment in Houston, Texas, in January and again in April and May.

Joseph Maslow, 70, treasurer of Standard Coat, Apron and Linen Service, Inc., Brooklyn, New York, died July 6 of a heart attack at the wheel of his automobile. He was treasurer of the firm for the past forty years. Mr. Maslow was active in campaigns on behalf of Jewish philanthropies. Surviving are his wife and two sons.

Convention Calendar

New York State Launderers and Cleaners Association, Inc.
Concord Hotel, Klamasha Lake, New York, September 11-14, 1958

Massachusetts Laundryowners Association and New England Linen Supply Association
Equinox House, Manchester, Vermont, October 2-5, 1958

A.I.L.—Young Men's Conference
Sheraton-Gibson Hotel, Cincinnati, Ohio, October 10-11, 1958

Institute of Industrial Launderers
Shoreham Hotel, Washington, D. C., October 22-25, 1958

Indiana Dry Cleaning and Laundry Institute
Severin Hotel, Indianapolis, Indiana, November 13-16, 1958

Texas Laundry and Drycleaning Association
Fort Worth, Texas, January 15-17, 1959

Minnesota Institute of Laundering and Cleaning
Minneapolis, Minnesota, January 17-18, 1959

National Institute of Rug Cleaning
Mark Hopkins Hotel, San Francisco, California, January 17-20, 1959

Canadian Research Institute of Launderers & Cleaners
Hotel London, London, Ontario, Canada, January 25-26, 1959

South Carolina Association of Launderers and Cleaners
Poinsett Hotel, Greenville, South Carolina, January 30-31, 1959

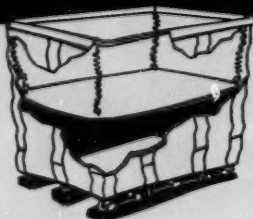
American Institute of Laundering
Atlantic City, New Jersey, March 2-4, 1959

National Institute of Drycleaning
Atlantic City, New Jersey, March 5-8, 1959

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**eliminate stooping,
get more work done**

Shamrock spring platforms make bending and stooping obsolete—your operators work "off the top". You get more work done, save time and money. Made with high-grade steel wire and sturdy duck. Platform hooks on 4 corners, sinks or rises as the work load increases or decreases. Write for prices—or contact your Shamrock jobber.



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Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

FOR SALE commercial and domestic laundry on West Coast. Present volume will gross \$200,000 plus annually and growing. My reason for selling is to retire. **ADDRESS:** Box 1738, STARCHROOM LAUNDRY JOURNAL. -2

Modern well-established laundry and drycleaning plant, located in east central West Virginia. The only laundry in a town of ten thousand population. Real opportunity for younger men interested in a business of their own. Terms reasonable. Elkins Laundry and Dry Cleaning, Inc., Elkins, West Virginia. 1782-2

LAUNDRY AND DRYCLEANING PLANT: FUR STORAGE, RUGS, ALL MODERN EQUIPMENT, NEW 100 HP. AUTOMATIC GAS-FIRED BOILER LAST YEAR. Volume just UNDER \$225,000. NET PROFIT AFTER SALARIES AND DEPRECIATION AVERAGE LAST FIVE YEARS 9.87%. Building and real estate optional. Only laundry in southern Michigan town. SUITABLE FOR LINEN SUPPLY AND INDUSTRIAL LAUNDERING. ADDRESS: Box 1822, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: PROFITABLE LAUNDRY AND CLEANING PLANT WITH GOOD EQUIPMENT. CLEANING IS 40% OF VOLUME—GOOD CALL VOLUME AT NO DISCOUNT—ONLY LAUNDRY IN THE CITY—PROFITABLE OPERATION AND EXCELLENT OPPORTUNITY. WILL SELL OR LEASE BUILDING. WRITE OR WIRE A. A. SEIBERT, CAIRO, ILLINOIS. 1832-2

LAUNDRY AND DRYCLEANING PLANT: RETAIL AND COMMERCIAL ROUTES, RETAIL DRIVE-IN. SALES IN EXCESS OF \$300,000. AND CONSTANTLY GROWING. LOCATED MIDWEST HEAVY INDUSTRIAL AND GROWTH AREA. MERGER OR SALE. EXCELLENT PROFIT PICTURE. ADDRESS: Box 1833, STARCHROOM LAUNDRY JOURNAL. -2

For sale: Family and commercial laundry with drycleaning agency. Established 70 years. Gross \$70,000, growing area, north central Ohio. **ADDRESS:** Box 1834, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: PROSPEROUS LAUNDRY PLANT. OWNER MUST SELL BECAUSE OF ILL HEALTH. MOSTLY NEW MACHINERY THROUGHOUT PLANT. BUILDING HAS LIVING QUARTERS UPSTAIRS. FOR MORE DETAILS, ADDRESS: Box 1845, STARCHROOM LAUNDRY JOURNAL. -2

LINEN SUPPLY AND FAMILY PLANT NORTHERN NEW YORK. OWNER WISHES TO RETIRE. EXCELLENT OPPORTUNITY FOR AGGRESSIVE PARTY. FAST-GROWING AREA. ADDRESS: Box 1866, STARCHROOM LAUNDRY JOURNAL. -2

SITUATIONS WANTED

PRODUCTION MANAGER, years of experience with large organizations, all phases, linen, steam laundry, hotels and hospitals. Capable of supervising and training employees, with ability to get along with people. **ADDRESS:** Box 1823, STARCHROOM LAUNDRY JOURNAL. -5

Our dollar-stretching customers today are very demanding. Only **MANAGEMENT** and **LEADERSHIP** can reduce costs, increase sales, improve production and raise quality standards. A team man with a cost-cutting record has an enviable employer-employee relationship record and is desirous of a change (permanent connection only). Family man just past forty with extensive experience. Works diligently, a detail man who can improve your profit picture. **ADDRESS:** Box 1853, STARCHROOM LAUNDRY JOURNAL. -5

MINT, the only licensed and bonded employment agency specializing in the placement of personnel in the **LAUNDRY** and **DRYCLEANING** industry exclusively. **IS** now expanding its services nationally. At the head of this organization is Mr. A. Mintz, BS, MBA, who has been general manager, plant manager and chief industrial engineer with some of the largest plants in the East. **THERE IS NO CHARGE TO EMPLOYERS** for our services. If you need managers, superintendents, routemen, engineers or foremen, list your requirements with **MINT PERSONNEL SPECIALISTS**, 111 West 42nd Street, New York 36, N. Y. LOngacre 3-0820. 1860-5

Experienced machinery and supply salesman. Well-known metropolitan New York. Former laundry manager. Will travel. **ADDRESS:** Box 1861, STARCHROOM LAUNDRY JOURNAL. -5

Laundry superintendent with managerial aspirations. Well schooled, 12 years diversified experience. Excellent personnel relations and working knowledge of plant production. **ADDRESS:** Box 1862, STARCHROOM LAUNDRY JOURNAL. -5

HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY. Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, N. J. 1672-7

Wanted: Man to take full charge of linen supply and laundry business located in the Southwest. Annual volume in excess of \$1,800,000 per year. 300 employees. Applicant must be qualified to earn between \$15,000 and \$20,000 per year. Write giving detailed background. **ADDRESS:** Box 1830, STARCHROOM LAUNDRY JOURNAL. -7

WANTED IN FLORIDA . . . For a fast-growing small plant on the West Coast a young man who desires to join a laundry and drycleaning plant for a permanent position. Not so concerned with his experience if he is ambitious and willing to dig in, but his personal, business and character references must be good for being steady and dependable. Give family status and all references in first letter. **ADDRESS:** Box 1854, STARCHROOM LAUNDRY JOURNAL. -7

Manufacturer desires an experienced man who is A-1 salesman to sell textile supplies to laundries and drycleaners in the Southwest (excluding west Texas, El Paso area). Drawing account against very lucrative commission. Here's an excellent opportunity to realize a solid future. Effort insures profit. Only a willing, hard-working **SALESMAN** should answer this ad. **ADDRESS:** Box 1855, STARCHROOM LAUNDRY JOURNAL. -7

Production superintendent. Excellent opportunity for experienced man to take charge of laundry production in large retail plant in the Midwest. Knowledge of drycleaning useful but not essential. **ADDRESS:** Box 1856, STARCHROOM LAUNDRY JOURNAL. -7

SALES MANAGER: Established laundry in San Francisco area seeking capable man to take charge of 15 routes plus call office. Must be aggressive with drive and ambition, have the ability to lead, train, direct and develop men. This firm is going places. Applications will be treated in strict confidence. Send complete details concerning background and experience, including recent photo. **ADDRESS:** Box 1857, STARCHROOM LAUNDRY JOURNAL. -7

Plant Superintendent: Thoroughly experienced linen supply man. Capable of taking full charge entire plant employing 300 people. Must be thoroughly experienced in labor relations and be very cost-conscious, to run an efficient modern plant. We are looking for a high type individual to run and represent our concern at top level. **ADDRESS:** Box 1863, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY SUPERINTENDENT: Experienced in laundry and drycleaning field. Knowledge of maintenance, training, incentives, time and motion, supervision, labor relations, production, quality control and systems and procedures. College training preferred. O.M.I. or A.I.L. training a plus. Position in New York City with a progressive growing organization. Excellent future and potential. Salary commensurate with training and experience. Send detailed resume. **ADDRESS:** Box 1864, STARCHROOM LAUNDRY JOURNAL. -7

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-87

CONSULTANTS

Surveys of complete plants, of single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel: ELdorado 3-1353. 1618-25

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

MACHINERY FOR SALE

TWINRAPID ROTARY PRESS UNIT, consisting of: 51" TAPERED AS WELL AS MUSHROOM PRESSES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1118-4

AMERICAN and TROY 3-ROLL 180" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND TOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

TROY and AMERICAN LATE-TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 48 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

8-ROLL 180" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 180" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9518-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9568-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 34" x 38" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" VIERSSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

34 x 180" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

AMERICAN and TROY 34" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6668-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAFKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE and UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

AMERICAN 180", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

40" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPENTOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

2-ROLL 180", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

Leaf Leggers and Pocketeers. Equal to new. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1536-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

Hoffman model XC05, XC056 and XW12 presses, Cissell puffers, Cissell, cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1539-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. Talley Laundry Machinery Co., Greensboro, N. C. 1269-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensboro, N. C. 1278-4

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Greensboro, N. C.

ACTION SALE Terrific Bargains in Late Model Rebuilt Laundry and Dry Cleaning Machinery.

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- 2—48" Troy Extractors—Completely Automatic
- 27—Prosperity and Unipress 51" Wearing Apparel Presses (Gov't Surplus) in original crates
- 2—42 x 64 American 2-pockets, 2-doors Stainless Steel Washers (Gov't Surplus)
- 6—Prosperity thin heads, flush buttons, 2-Girl Shirt Units—Wonderful Buy!
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- 2—42 x 96 Hoffman Stainless Steel Washers—Motor Driven, 3-pockets, 3-doors
- 2—42 x 96 Troy Stainless Steel Washers—Motor Driven, 3-pockets, 3-doors
- 2—42 x 72 Troy Stainless Steel Washers, 2-pockets, 2-doors
- 3—Prosperity 25# Open-end Washers. Manual
- 8—30 x 30 Stainless Steel Washers
- 6—20" Streamline Heavy Duty Extractors
- 15—36 x 30 New Huebsch 4-Coil Tumblers (Gov't Surplus)
- 1—8-Roll, 120" Troy Streamline Ironer, rebuilt, excellent condition
- 40—New Huebsch 2-Way Water Valves (Gov't Surplus) 1½ x 2". At a Bargain!
- 1—2-Roll American return Ironer, completely rebuilt
- 16—Hoffman "X" 42" Utility Dry Cleaning Presses—Like New!
- 1—Hoffman Reclaimer in excellent condition, 40# unit

We have all sizes of filters, stills, dry cleaning extractors and washers AT YOUR PRICE.

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Greensboro, N. C.

Telephone: Broadway 4-1594

MACHINERY FOR SALE (Cont'd)

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 106", 44 x 126" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

AMERICAN STREAMLINED 4-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE. IN NEW-MACHINE CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET, 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1730-4

FURRETT 72" HEATED CONDITIONING TUMBLER, COMPLETE WITH CONVEYOR. IN EXCELLENT OPERATING CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1731-4

4—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

UNIPRESS CABINET SHIRT UNIT, CONSISTING OF: CABINET BOSOM, CABINET SLEEVE, SPECIAL YOKE PRESS AND AUTOMATIC FOLDING TABLE. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 TEN EYCK ST., Brooklyn 6, N. Y. 1739-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4

COMPLETE STOCK OF REBUILT GUARANTEED LAUNDRY AND DRY-CLEANING MACHINERY. Talley Laundry Machinery Co., Greensboro, N. C. 1281-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1602-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 40, and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent saver, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for laundrettes. 1728-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic unit—10 lb. Columbia unit. 1725-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has available laundry and drycleaning equipment from several modern plants. Prices reasonable, with terms. Request availability list without obligation. 1724-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also laundrettes. List the machines you have for sale with us. 1725-4

Prosperity rebuilt #454 tapered and #219 mushroom presses. Both \$895, Milnor rebuilt #50 manual stainless-steel open-end washer \$650, Durabilt rebuilt 36 x 30 manual stainless-steel washer \$375, Forre factory rebuilt one-girl electric shirt unit and one HP compressor \$2,900, Hopkins 3-door curtain-blanket drying cabinet with motor, blower, heater and two Hopkins Standard curtain stretchers. Used three months. \$700. All prices F.O.B. Detroit. Write Washing Equipment Sales Co., 2516 Grand River Avenue, Detroit 1, Mich. 1795-4

36 x 54 two-pocket, stainless-steel, motor-driven with semi-automatic control, Henricl washer in A-1 condition. 30" Troy motor-driven extractor with stainless-steel basket and stainless-steel outside curb, in A-1 condition. ADDRESS: Box 1796, STARCHROOM LAUNDRY JOURNAL. -4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4

MACHINERY FOR SALE (Cont'd)

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1804-4

Eight-roll 120" **TROY IRONER**, streamline rebuilt, **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1805-4

Five **TROY 48"** open-top extractors at a bargain price. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1806-4

One—**PIL-O-BAR** like new—bargain. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1807-4

PROSPERITY and **AJAX** air-driven utility presses. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1808-4

42 x 64 **AMERICAN** 2-pocket, 2-door stainless-steel washers—rebuilt. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1809-4

Six-roll 120" **AMERICAN**, **PARAMOUNT**, **SMITH-DRUM** rebuilt ironers. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1810-4

42 x 84 and 42 x 96 **AMERICAN** and **HOFFMAN** rebuilt washers—in excellent shape. **TALLEY LAUNDRY MACHINERY COMPANY**, Greensboro, N. C. 1811-4

PERK 40 LB. UNIT, including 2—**XCO5** Hoffman presses, Cissell ironing board, spotting board and various size puff irons. Brunswick Laundry, 41 Central Ave., Brooklyn, N. Y. 1821-4

Four Hydraxtors in perfect condition, now in use, can be seen in operation. Reasonably priced. Crib-Diaper Service, 101-51 101st Street, Ozone Park, N. Y. Virginia 6-6000. Mr. Kaye. 1822-4

For sale: Used 48" Troy Atlas extractor, machine in service only three years and is in excellent condition, cost new \$4,800, will sell for \$1,400. Motor is 220, 440 volts. We offer a 42" x 54" Big Duke stainless-steel washer, one-pocket, "V"-belt motor drive, cost new \$4,200, will sell for \$1,200. We also have a 40" x 84" Hcrwath washer with a nearly new stainless-steel, two-pocket cylinder, wooden shell, double-end "V"-belt motor-driven, will sell for \$750. These are real good machines. Harold Stegmiller, 2747 17th Avenue Court, Moline, Illinois. 1835-4

For sale—One 36 x 54 American Champion Cascade washer and Monel tub and cylinder, two compartments, motor-driven, 220 volts, 60 cycle, 3 phase A.C. Excellent condition. **ADDRESS: Box 1836, STARCHROOM LAUNDRY JOURNAL.** -4

One American 6-roll 120" ironer. Can be seen in operation. Real bargain. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1837-4

Two American 2-roll 100" return-type ironers. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1838-4

One new Troy 4-roll 120" ironer. Less than half factory cost. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1839-4

Two American 3-roll, single cylinder 16 x 100, 2-girl ironers. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1840-4

One Watts Super 36 x 120 2-cylinder ironer. A real production ironer. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1841-4

One Troy Trojan stainless-steel 42 x 96 3-pocket washer. 220/440 volt. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1842-4

One Troy Trojan stainless-steel 42 x 72 2-pocket washer, **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA** 1843-4

Ten new Troy stainless-steel 30 x 30 motor-driven, single-pocket, 60# capacity washers. Less than half original price. **GARDNER MACHINERY CORP., CHARLOTTE, NORTH CAROLINA.** 1844-4

Four Hoffman 42 x 96 3-pocket Monel washers. Motor-driven. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1845-4

One American Cascade 3-pocket 42 x 96 motor-driven Monel washer. Not very old. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1846-4

One American Cascade 36 x 54 motor-driven Monel washer. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1847-4

One Ingersoll Rand 2-stage 15 HP., 67 CFM. Mounted on steel base with or without upright tank. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1848-4

One American 48" stainless-steel curb extractor. Monel basket. Open top. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1849-4

One American 40" stainless-steel curb extractor. Monel basket. Open top. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1850-4

One new Hoffman 60" open-top, motor-driven drycleaning extractor equipped with explosion-proof motor and controls. 220/440 volt. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1851-4

One new Hoffman, Grantham type, 72" heated linen conditioning tumbler. Less than half original cost. **GARDNER MACHINERY CORP., BOX 10001, CHARLOTTE, NORTH CAROLINA.** 1852-4

One rebuilt like new 36 x 64-inch American Norwood Cascade washer, 150 pounds dry capacity, 3-phase, 60 cycle motors, brass plumbing and valves, F.O.B. Alderson, West Virginia, \$2,200. Nash Special Machine Company, Alderson, West Virginia. 1854-4

Two **CHICAGO 110" RETURN IRONERS** 1954 and 1955 excellent condition \$1,500 each; **PROSPERITY THREE-GIRL SHIRT UNIT** with automatic folder, operating \$3,000; Two **PROSPERITY 25 lb. WASHERS** with semi-automatic controls \$450 each. **LAKE SHORE Dry Cleaning and Laundry Co., Inc., South Park Avenue, Lakewood, New Jersey.** 1859-4

Troy 42 x 84 slideout washers, excellent condition, used very little, complete with electro-manual controls. Ig. Weingaertner & Son Inc., 4738 Easton Avenue, St. Louis 13, Missouri. 1867-4

Troy 120 two-roll return type ironer, new condition, used very little, about half the price of new ironer. American, Prosperity and Troy mushroom presses, 50# Cook washer, 25 and 60# Prosperity washers, Bock 17" extractors, 30" American extractors, Huebsch twin gas-heated tumblers. Ig. Weingaertner & Son Inc., 4738 Easton Avenue, St. Louis 13, Missouri. 1868-4

POWER PLANT EQUIPMENT FOR SALE

84" x 214" **PATTERSON-KELLEY ASME** and **PENNSYLVANIA CODE** WATER HEATER TANK WITH 2 HEATING ELEMENTS. Capable of furnishing 7500 gallons hot water per hour. **BREADY WASTE WATER HEAT RECLAIMER**, having 6 sections of reclaimer units 6" in diameter by 18' long. **IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU**, 313 Ten Eyck St., Brooklyn 6, N. Y. 1734-36

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CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass.** 3240-38

BUSINESS SERVICE

Suits double-breasted made single. \$9.95. By mail. Tuxedo transformer use two in one. \$6.95. Made-to-measure \$19.95 outfit \$3. Talis, 11 Pleasant Street, Worcester, Mass. 1827-10

MERCHANDISE FOR SALE

LAUNDRY LISTS—3 1/4 x 9"—\$1.50 per 1,000 in 15,000 lots. White 16 lb. bond. Park Printing, 1323 Pennsylvania Avenue, Pittsburgh 33, Pa. 1799-45

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON NETS, \$13.50 PER DOZEN, FINEST QUALITY. SUPPLY LIMITED. L. S. SUPPLY COMPANY, 211-57 18th Avenue, BAYSIDE 60, NEW YORK. 1800-45

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August, 1958

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Starchroom

LAUNDRY JOURNAL

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OREGON 9-4000

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In The Wash...

Coin-Op Reprint

To the Editor:

In your "In the Wash" section of the July issue you listed articles you have run on coin-operated laundries. Please send me a copy of each article.

CHARLES DUPONT
Red Tag Laundry
Norwich, Conn.

The articles mentioned have been reprinted in a booklet, "What's Happening in Coin-Operated Laundries?," now available at \$1 per copy.

—EDITOR

U-Tote'M Chief Pleased

To the Editor:

We were pleased to see one of our U-Tote'M Centerettes in which Pilgrim Laundry is a principal tenant featured on the cover of your June 1958 STARCHROOM LAUNDRY JOURNAL. Mr. Robertson, the owner of Pilgrim Laundry, was very kind and showed me a copy of the JOURNAL. I would sincerely appreciate you sending me about six copies of this issue.

Incidentally, your article on Pilgrim was most interesting. However, I do not believe that you gave enough emphasis on the results of Pilgrim's operation in our Centerettes.

LEROY MELCHER
President, U-Tote'M, Inc.
Bellaire, Tex.

Friend in Need

To the Editor:

Rockville is having a sesquicentennial celebration September 14-20 and we would like to participate.

Do you have anything on record or in photos that would help us with a theme or ideas for a float?

Any assistance you could offer would be greatly appreciated.

EMMANUEL H. KLOTER
Swiss Laundry
Rockville, Conn.

Eternal Vigilance

To the Editor:

Many thanks for your mention of Formica laminated plastic in the article, "The Professional Viewpoint." [STARCHROOM LAUNDRY JOURNAL, May 1958.] We appreciate you mentioning our products in your columns. We note, however, that you spelled For-

mica with a lower case "f," indicating that Formica is a generic term, which it is not. The Formica trademark is very widely known, and products sold under this trademark have the highest possible reputation. Accordingly, we must do everything possible to protect our mark.

Perhaps your use of the small "f" was an oversight, but we wanted to call to your attention our need to protect Formica as a specific make of laminated plastic. Your future cooperation in helping us protect the Formica trademark by using an upper case "F" will be sincerely appreciated.

JACK ALEXANDER
Public Relations
Formica Corporation
Cincinnati, Ohio

Winner's Quandary

To the Editor:

I am still so excited I can hardly dictate, since my thoughts are falling all over themselves. And you could hear my wife shriek all the way to New York, I'll bet, when I called her. Naturally, I am delighted.

Regarding your question about what I will do with the money, there are so many things that it will take a little thinking. I can find a lot of places to spend it here in the plant. . . . I can equally well find a number of places to use it at home. Of one thing I am sure—money is a wonderful commodity and universally acceptable. . . .

WILLIAM B. KATZ
Washington Laundry and Drycleaners
Evanston, Illinois
P. S. It is now next morning. I've already spent over \$5,000 of the \$3,000 before worrying about the tax!

Mr. Katz placed first in STARCHROOM LAUNDRY JOURNAL's Parade of Progress Contest, winning \$3,000 in the production category. See other winners and details in this issue. Congratulations, Bill.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor
Starchroom Laundry Journal
305 East 45th Street
New York 17, N. Y.

Shirt Rental Appeals

To the Editor:

We are in receipt of your JOURNAL of July 1958, and have read your article on page 20, "Shirt Rental." We are most interested in the phase of the shirt rental business. Kindly furnish us the names of laundries or shirt companies that are buying these shirts for rental purposes.

R. B. BUCHANAN
Buchanan's Linen Supply
Waco, Tex.

Dust Control Prospect

To the Editor:

I just received the July issue and in it is an article on dust control rental. We have already started a small industrial rental department and feel that this would go hand in hand with it. We would like to know where to buy the tools, chemical and cloths. Our investigations so far have run into dead ends.

An out-of-town company is already offering this type of service, but we feel that being on home ground we can swing a lot of it our way. Please let us know where we can obtain the desired materials.

HANCE H. HAMILTON, JR.
Beeville, Tex.

The requested information has been sent to both inquirers.—EDITOR

Who Jimmied the Copy?

To the Editor:

Thanks for sending me a copy of your article in STARCHROOM LAUNDRY JOURNAL ("Linen Suppliers Tour Unusual Laundry," June issue). Unfortunately, you do not have my correct name.

JOHN W. VOGELSANG
Laundry Manager
The Shamrock Hilton
Houston, Tex.

It's John; not Jim. Sorry.—EDITOR

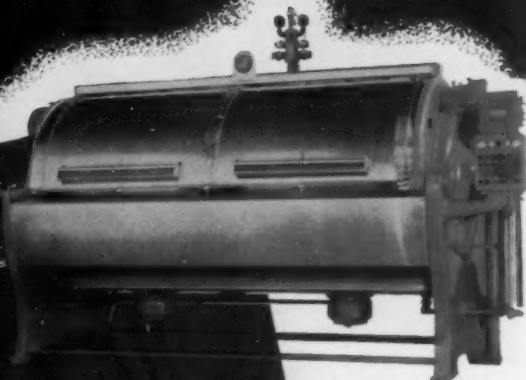
Likes Our Contest

To the Editor:

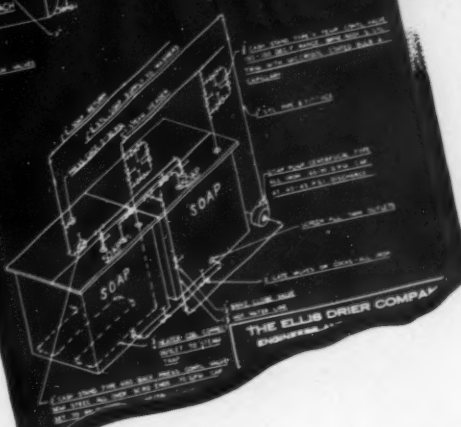
I think the STARCHROOM contest is a great idea for the pooling of ideas from the industry.

JOHN P. PAUP
Kyer Model Laundry
Ann Arbor, Mich.

ELLIS



ELLIS 54 x 100 Full Automatic Unloading Type Washer . . . with Central Supply System shown in diagram



Edgewater Laundry Co.
5541 BROADWAY • CHICAGO 40
TELEPHONE LONG BEACH 1-3020
SUBURBAN TELEPHONE UNIVERSITY 4-8903

November 20, 1957

The Ellis Drier Co.
2444-N. Crawford Ave
Chicago 29, Ill.

Gentlemen:

We are very anxious to have you know the savings we have made through the installation of your 54 x 100 unloading type washers with full automatic controls.

After taking into consideration price increases we compared 1955 costs with 1957, using the first eleven periods of each year.

The items we used in this comparison were:
Wash Nets - Soap-Soda-Bleach
Sour - Water - Salt and Fuel

Comparing the total combined costs per 100 pounds for these items we find that we are saving approximately 10% per 100 pounds.

Needless to say we were very pleased with this.

Very truly yours,
Edgewater Laundry Co.

Hellie Trueting

Besides the consistent savings in washing supplies, as shown in this letter, there are other big production economies assured by ELLIS full automatic type Unloading Washers with Central Supply System:—

- Faster loading and unloading**
- More washer loads per day**
- Minimum man-hours per machine**
- Low maintenance and operating costs**
- Uniform high quality work**

Under today's competitive conditions, you need this modern type ELLIS Full Automatic Unloading Washer with Central Supply System to help maintain your profits . . . and be able to expand your plant capacity at least expense.

Ellis equipment is designed to fit the layout of large or small plants. Tell us your requirements.

The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE
HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

with *Cowles*
new **SUPER DESOIL**

One product does it all!

More loads per wheel per day!

Amazing stain removal!

Better control of supplies, quality,
and cost by using just one product

... new SUPER DESOIL!

CHEMICAL COMPANY

7016 Euclid Ave. • Cleveland 3, Ohio